

# 2021 DIGITAL BRANDING, SALES & MARKETING TRENDS FOR B2B AND B2C

DECEMBER 2020 | EDITION



As we move on from a tough and tumultuous year for many businesses, we are faced with new opportunities and challenges with the onset of 2021. What trends will you encounter as your company shifts from survival mode to growth and acceleration mode?

## TREND 1: CUSTOMER & MARKET DATA ANALYTICS



Data mining and analytics will become essential for your business in 2021 in order to gain insights about your customer's journey and behaviour for high ROIs. In 2020 itself, data martech solutions grew by 25.5% showing the increasing importance of using data for uncovering profitable customers.

Source: Chief Martec

## TREND 2: VIDEO ADVERTISING



It is estimated that the average person will spend 100 minutes every day watching online videos in 2021. The launch of Instagram Reels and LinkedIn Stories are key signals to the increasing salience of video content. Videos will also be 50 times more likely to drive organic search results compared to text.

Sources: Marketing Charts, SEO Tribunal

## TREND 3: MARTECH FOR B2C



There has been a growth of 13.6% in martech solutions in 2020. B2C companies will move towards Martech (or Marketing Technology), using stimulating features like geo-targeting, AR advertising and 3D body scanning.

Source: Chief Martec

## TREND 4: RETENTION MARKETING FOR B2B



Tight post-COVID budgets in 2021 will mean nourishing existing client relations. A 5% increase in client retention rate will give 25-95% ROIs. Strategies include customer training, communication and testimonial acquisitions.

Source: Hubspot



# VKT'S TOP PICKS FOR 2021'S DIGITAL BRANDING, SALES & MARKETING TRENDS

## DIGITAL ACCOUNT BASED MARKETING (ABM) FOR B2B BUSINESSES

# 73%

PRACTICE ABM TO ENSURE THEY  
ARE TARGETING THE RIGHT  
STAKEHOLDERS

# 54%

CHOSE ABM AS A TACTIC THAT  
THEY PLANNED TO TEST AND  
DEPLOY IN 2020

Source: Demand Generation Benchmark Study

"Team VKT used creative and out-of-the-box thinking & tools to rightfully identify key stakeholder contacts around the Asia Pacific region and generated sales qualified leads for us in a short amount of time despite the COVID-19 pandemic." ~ Director, South East Asia, RSA Security

Our transformative experience with valued clients like **RSA Security** has taught us that Account-Based Marketing (ABM) will be one of the most prominent trends in the digital marketing space for B2B companies. So, what is Account-Based Marketing? And why is it so important?

How ABM works is that it allows personalization of the lead generation process. It is a targeted approach to connect with the most promising customers who would give you the highest ROIs through your digital marketing strategies to more effectively engage and convert your customers.

## OMNI CHANNEL MARKETING FOR B2C BUSINESSES

# 287%

HIGHER PURCHASE RATE OF CAMPAIGNS  
USING THREE OR MORE CHANNELS AS  
COMPARED TO SINGLE CHANNELS

Source: Omnisend

As more traditional businesses are hopping on the digital-wagon, it becomes essential to deliver consistent customer experiences across multiple channels. VKT helped in the transformation of healthy snacks brand, **All Kurma Singapore**, from a wholesale to Direct to Consumer/Business company in 2020. We provided them with an integrated Digital Marketing Solution to align their digital branding, marketing, and communication efforts across multiple channels for positive KPIs.

So, what is omnichannel marketing? It is providing customers with an integrated shopping experience that brings consistency in branding and marketing strategies across different channels so that a customer's journey is personalized and supported regardless of which platform they interact with the brand in.

## START 2021 OFF ON THE RIGHT FOOT BY TAKING VKT'S DIGITAL SALES & MARKETING DIAGNOSTIC

So, what should be your next step? Begin by gaining a deeper understanding of where your company stands so that you can better gauge your capabilities and requirements to find the right digital marketing solutions for you.

Take VK Transformation's quick and easy Digital Sales & Marketing Diagnostic assessment to identify which stage of maturity your company is at in its life cycle now: <https://bit.ly/VKTDiagnostics>



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