B2B GROWTH SOLUTIONS

FROM B2B MARKETING

For Vendors

Share expertise. Build trust.
Connect with B2B decision-makers.

b2bmarketing.net

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Intelligence



Are you struggling to differentiate your brand from the competition and establish yourself as a thought leader? B2B Marketing's intelligence program enables you to:

- **Stand out from the competition and become known for your brilliance.**
- **Seamlessly position or reposition your business in new market spaces.**
- **Build and maintain your credibilty as an authoritative voice in your industry.**

We leverage our objective insights and deep connections to help you craft meaningful and valuable intelligence. With our proven research processes, you can position your brand as a trusted advisor and expert within the industry.

With this in mind, our intelligence program highlights your unique value and establishes your product through the following opportunities:

- **Industry reports and intelligence.**
- **Industry research and surveys.**
- **Podcasts.**
- **Martech Vendor Spotlight Report (Global / US).**
- **Propolis Community Index - real-time marketing metrics.**
- **Case studies.**

Unlock your potential and watch your influence grow.
Get in touch us to discuss further and discover how our B2B Growth Solutions can support your business objectives.

100+
Vendors analysed

220+
Downloads

Check out our latest martech vendor spotlight reports



The B2B Marketing Martech Vendor Spotlight Report 2024 for Account-based Marketing.

Download now



The B2B Marketing Martech Vendor Spotlight Report 2024 for Lead Generation Platforms

Download now

Connect



Connect is your direct route to building and maintaining valuable business relationships. As the premier resource for B2B marketers seeking expert and peer-led guidance, Connect empowers you to:

- **Develop a pipeline that delivers high-quality leads.**
- **Overcome limited opportunities to connect with key decision-makers and potential clients.**
- **Address the struggles of engaging and retaining long-term business relationships.**

Our exclusive events provide unmatched opportunities to educate potential buyers about your product's unique value proposition right when they are researching and making purchasing decisions. You'll gain direct access to an audience of highly engaged decision-makers and influencers, enabling you to meet new prospects and steadily build lasting business relationships throughout the year. We'll achieve this through the following opportunities:

- **In-person / virtual roundtables.**
- **B2B Ignite.**
- **Global ABM Conference.**
- **Propolis Leaders Forum.**
- **B2B Marketing Awards.**

Elevate your business connections and ensure steady growth and success. Get in touch us to discuss further and discover how our B2B Growth Solutions can support your business objectives.

500+
B2B Marketers

200+
Top brands

77+
B2B Innovators

8
Core content tracks

Reach



100-350+
Average pre-registrations

30-40%
Average content engagement

35-50%
Average attendance

With access to our community of over 72,000 B2B marketing professionals across multiple industries and regions, Reach enables vendors to quickly gain visibility and engage with new business prospects in a highly effective and targeted way.

- **Overcome the difficulty of reaching a global audience and entering new markets.**
- **Tackle the challenges of effectively targeting and engaging the right audience segments.**

In turn, this programme will speed up your sales cycles and drive rapid growth. This can be achieved through one of our following marketing solutions:

- **Lead Generation.**
- **Partner Bulletin Download emails.**
- **Webinars.**
- **Event Sponsorship.**
- **Content Syndication.**

Spotlight the value of your product, accelerate growth, and expand your reach with Reach. Get in touch with us to discuss further and discover how our B2B Growth Solutions can support your business objectives.



Mastering B2B Advertising Beyond Cookies Strategies for Success in a New Digital Era.

In B2B, cookieless solutions will be a must for your overall strategy, presenting exciting possibilities for enhanced precision and effectiveness in B2B advertising…

Watch on demand here

Why partner with us?

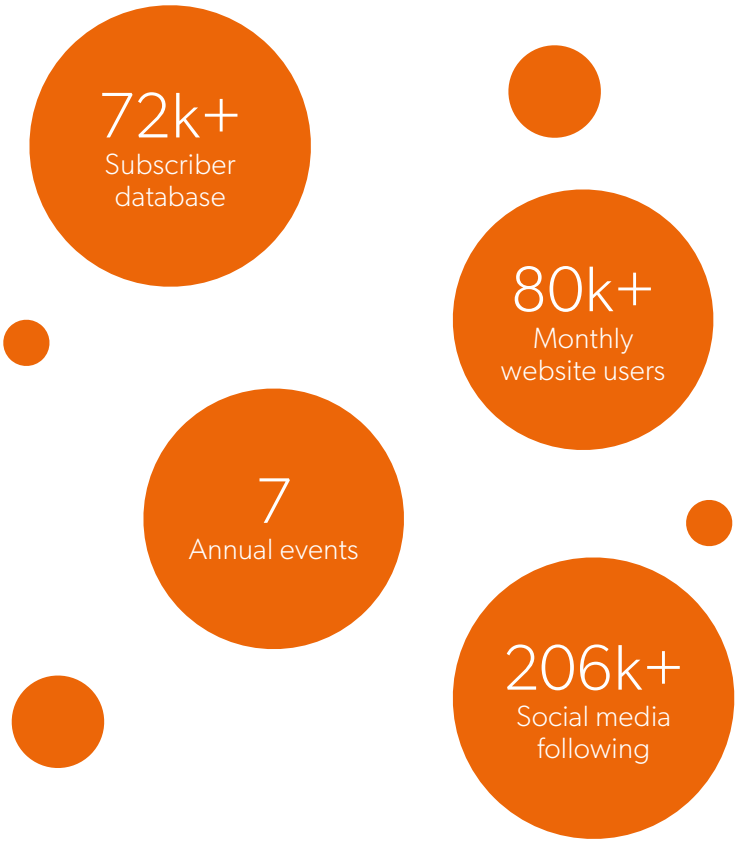
Our B2B Martech Growth Solutions empower martech providers to boost awareness of their product, demonstrate its value and the challenges it solves, and, ultimately, generate new pipeline from a global audience of relevant buyers.

Our growth solutions are offered through three tailored programmes to achieve your goals:

- **Intelligence -** Showcase your expertise and brilliance.
- **Connect -** Build the right business relationships.
- **Reach** - Tap into a global community of B2B marketers.

Unlike other events and media companies, we attract a global audience exclusively of B2B marketers, meaning that every single person you reach is the right one to support your strategic priorities.

Founded in 2004, our mission is to empower B2B professionals to succeed and enable their aspirations through expert guidance, inspiration and connectivity. We are the most trusted source of industry intelligence for B2B marketers around the globe, ensuring your product is aligned with excellence and gets the respect and focus it deserves.

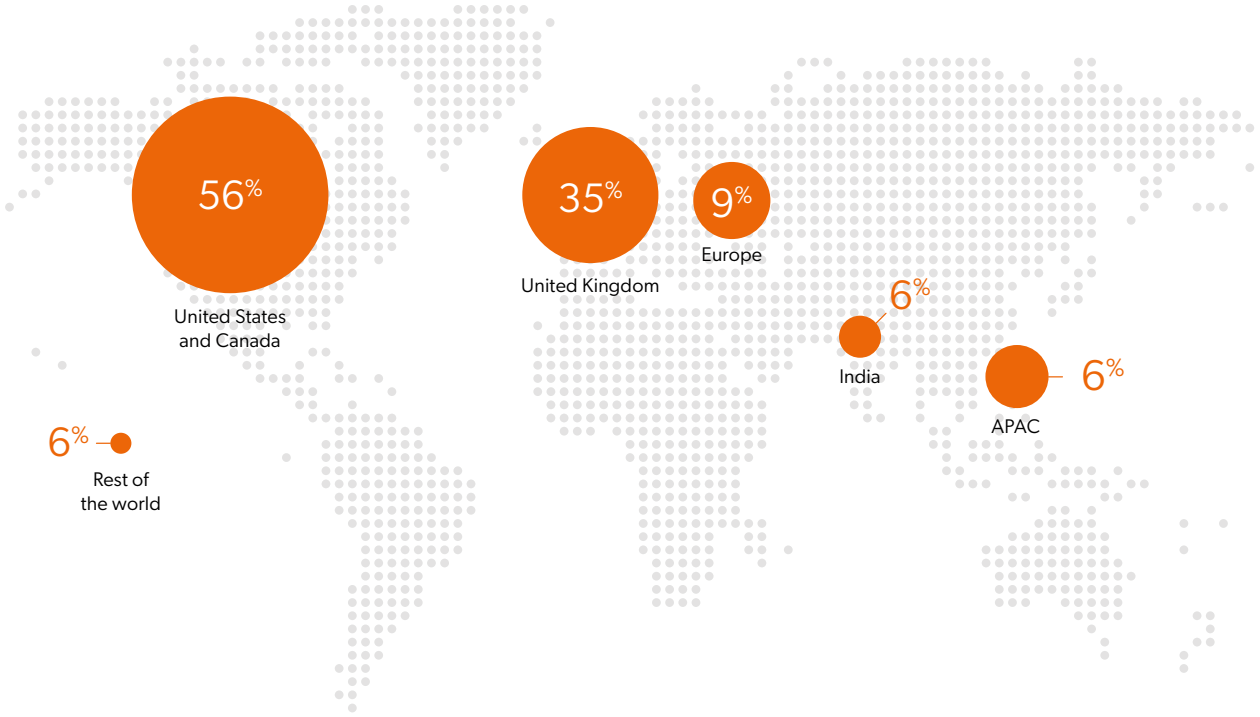


Some of the vendors we've helped grow



Audience

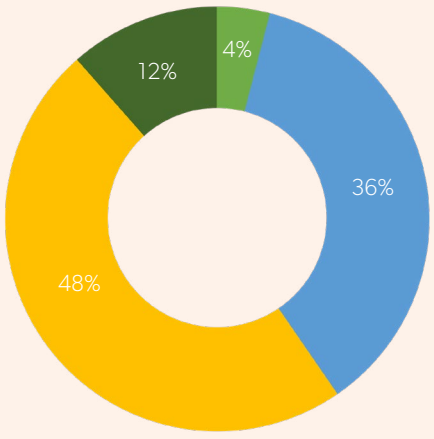
Database by geo-split



Audience by industry

- 30% Technology & Telecommunications
- 15% Marketing Agency
- 10% Finance, Banking & Insurance
- 7% Health Care, Medical, Pharma, & Biotech
- 7% Professional Services
- 7% Marketing and Advertising
- 6% Automotive & Manufacturing
- 5% Media & Publishing
- 5% Business Products & Services
- 3% Manufacturing
- 2% Academic & Education
- 2% Energy, Chemical & Utilities
- 2% Aerospace, Defence & Engineering

Job title split



About B2B Marketing

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed – as both individuals and businesses.

Unlike B2C, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the centre of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible.

Ultimately, we exist as a partner to a business, leveragingour community intelligence to help marketers make informed decisions and achieve their marketing goals.

We are committed to providing the B2B community with the tools and resources they need to succeed in today's competitive marketplace, and to fostering a culture of learning and innovation that drives long-term success for everyone involved.

We're proud to serve as the focus point for the B2B marketing sector, enabling marketers and eaders to transform their marketing.

Our products:

PROPOLIS
FROM B2B MARKETING

PROPOLIS COMMUNITY INDEX
FROM B2B MARKETING

PROPOLIS TRAINING
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING

MARTECHOPIA
FROM B2B MARKETING

For more information on our marketing solutions, call or email:

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