

# B2B DIGITAL MARKETING IN 2024

LEARN HOW TO ATTRACT  
QUALITY LEADS IN A  
CHANGING MARKET



# Hello!

In 2024, Human Digital predicts business-to-business (B2B) marketing will shift towards more human-centric content. Account Based Marketing (ABM) will take a more significant share of marketing budgets, and emails will require fewer but more authentic messaging.

If you are a B2B marketer, read on to learn more about these strategies. If not - STOP READING THIS NOW (jokes, you can read on too if you like).

## Original human-centric content

As generic content generated by outdated Search Engine Optimisation (SEO) strategies and artificial intelligence continues to lose appeal, B2B buyers are shifting to original content grounded in research and data. Creating original human-centric content begins with formulating a solid objective in a known interest area for the audience and a comprehensive literature review to identify existing knowledge and gaps.

B2B brands recognised for creating original content include:

- [HubSpot](#) offers a wide range of resources, including blogs, e-books, templates, and webinars that provide valuable insights into marketing, sales, and customer service.
- [Salesforce](#) produces various content, including reports, blogs, and webinars that delve into customer relationship management, cloud computing, and digital transformation.
- [Slack](#) publishes content that helps improve workplace communication and collaboration, including productivity tips and best practices.
- [Human Digital](#). Yes, we have a blog full of ideas for B2B marketers. If you are interested in ways to improve your marketing and career, do check it out!

Investment in content is essential. [Search engines prioritise quality content](#) as they move away from traditional Search Engine Optimisation methods that aim to trick search engines by loading them with keywords and referral links.

# Account-Based Marketing (ABM)

[Account-Based Marketing](#) is a strategic B2B marketing approach that departs from traditional marketing tactics for hyper-targeted campaigns focused on individual accounts. ABM allows you to laser-focus your efforts on high-value prospects with **personalised content and messaging**.

## Collaboration

ABM thrives on **seamless collaboration** between sales and marketing. Together, they develop targeted lists, craft relevant content, and deliver impactful campaigns that resonate with each account's unique needs and challenges.

## Quality Focus

ABM prioritises **quality leads** over a sea of generic ones. This empowers sales to focus on prospects most likely to convert, maximising efficiency and revenue potential.

## Benefits

- Increased ROI: Targeted campaigns generate higher returns.
- Faster Sales Cycles: Personalised engagement accelerates deals.
- Stronger Relationships: Builds trust and loyalty with key accounts.
- Improved Customer Experience: Tailored messaging resonates deeply.

# Authentic email communication

Nice work making it to the final section! Successful B2B campaigns are pivoting towards strategic scarcity and genuine engagement.

## Less is More

Sending fewer, highly personalised emails resonates more than a constant barrage. Focus on **relevance and value** tailored to individual recipient interests and challenges. Offer insights, tips, and solutions to common industry problems.

## Personalisation Beyond First Name

[Go deeper than basic name insertions](#). Consider industry roles, pain points, and purchase stages. Segment your audience and craft content that speaks directly to their specific needs. Leverage data and insights to **create personalised journeys**, instead of one-off messages.

## Human Connection

While automation has its place, **prioritise human-centric interactions**. Inject authenticity into your voice and avoid AI-generated coldness. Encourage two-way communication and respond promptly to inquiries.

## Additional Tips

- Use strong calls-to-action (CTAs) that encourage engagement.
- Maintain a consistent brand voice and tone across all communications.
- A/B test different subject lines, content formats, and personalisation techniques.
- Use email analytics to track performance and measure success.

By incorporating these suggestions, you can craft B2B email campaigns that resonate with your audience and drive real results.

# Want to get a head start?

If you want to get ahead in 2024, Human Digital is your trusted B2B marketing partner. If you would like to have a chat to see if we can help your business, get in touch today and we will set up a quick video call. [Let's connect today!](#)

## About Human Digital

Human Digital is an award winning B2B digital agency dedicated to putting people first. This means we focus on building impactful marketing that truly connects with people. Our approach extends beyond digital as we understand you, your business and customers. This strategy helps improve the human experience, improving sales, operations, customer relationships, and increasing leads.

We understand that an excellent user experience is central to B2B marketing success. Our services are designed to attract new leads, convert prospective customers, and elevate the level of service provided. Our data-driven, human-centred approach to marketing is evident in our work and our collaboration with leading brands including ABB, Deloitte, IAG, and NZ Pump Co.

[Learn more about Human Digital.](#)

## Your Team



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