

18TH EDITION

2025 B2B Marketing Mix Report

DATA-DRIVEN INSIGHTS FOR
YOUR MARKETING PLAN



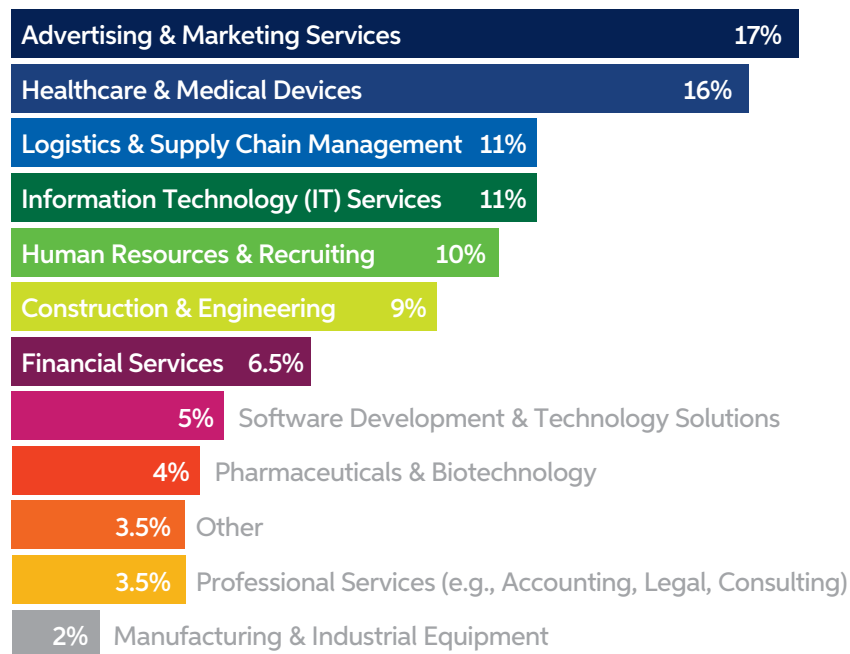
This is the eighteenth edition of Sagefrog Marketing Group’s annual B2B Marketing Mix Report, a resource that has become a valuable year-end tool for modern B2B marketers.

This report breaks down the results of our recent B2B Marketing Mix Survey, gathering the opinions and experiences of professionals across B2B industries, including technology, healthcare, industrial, and business services. We transformed these contributions into digestible data revealing the top marketing trends and tactics to watch in the year ahead. With this information, marketers can make informed investments as they plan new budgets and marketing programs.

We hope this year’s forecasts and findings help you approach your 2025 marketing strategy with greater confidence.

Who We Surveyed

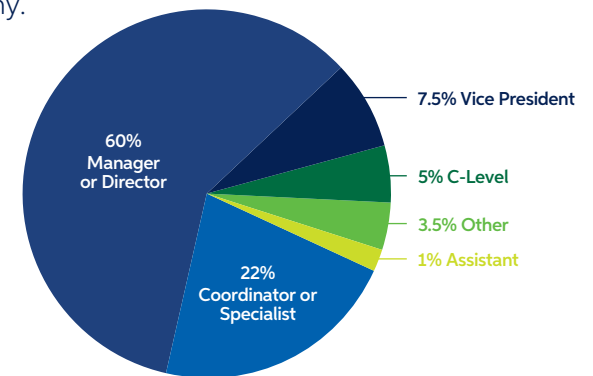
Which Industry Best Represents Your Company?



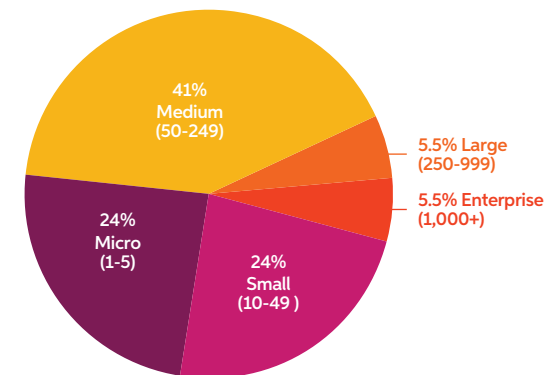
Respondents had the option to choose multiple industries as applicable to their field
 *Non-profit, Education, and Transportation

In addition to industry identification, we allowed respondents to identify their roles within their organizations and the size of their company.

Which Job Title Best Represents Your Role?



What’s Your Company Size? (Number of Employees)



In-House + Outsourced Marketing = Modern Success

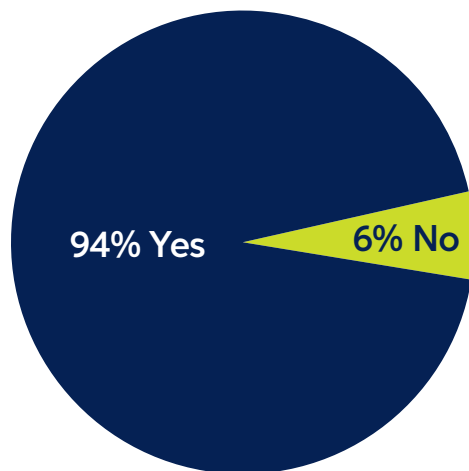
Combining in-house efforts with outsourced marketing was the preferred option for B2B marketing this year, a trend closely mimicking the results of last year's respondents.



A hybrid approach to outsourcing allows companies to leverage the strengths of their internal teams while benefiting from the specialized expertise and broader reach provided by external marketing partners. By integrating in-house and outsourced resources, businesses can achieve a more flexible and comprehensive marketing strategy that is adaptable to the dynamic needs of the market.

This trend underscores the importance of collaboration and diversification in modern marketing practices, highlighting how companies increasingly recognize the value of balancing internal capabilities with external support to drive growth and innovation.

The majority of those who outsourced their marketing found it effective.



Last year, a lack of time and resources drove outsourcing, but this year's leading factor is a need for comprehensive strategy and execution.



Top Marketing Objectives for 2025

For 2025, brand awareness has again taken center stage, securing the top spot on the list of objectives for B2B marketers, just as it did in 2024. This consistency highlights that businesses recognize the critical importance of building and maintaining their brand. While lead generation and client retention remain strong priorities, a robust brand distinguishes a company in an increasingly competitive landscape, fostering trust, loyalty, and premium pricing.

A strong brand enhances marketing efficiency, attracts top talent, and supports expansion and diversification efforts.

Brands with emotional resonance connect deeply with customers, providing a distinct competitive advantage.

This ongoing emphasis on brand awareness underscores its vital role in achieving sustained growth and stability, reflecting a strategic shift from the more immediate priorities observed in previous years.

- 1 Brand Awareness**
- 2 Lead Generation**
- 3 Client Retention**
- 4 Sales Support**

“ Ensuring your brand is recognizable and trusted is crucial for connecting with both current and potential customers. At Sagefrog, we understand the enduring impact of a strong brand, using it as the bedrock for driving engagement and generating high-quality leads. We believe that a well-established brand not only fosters loyalty but also paves the way for future growth and success. ”

Mark Schmukler, CEO & Co-founder at Sagefrog

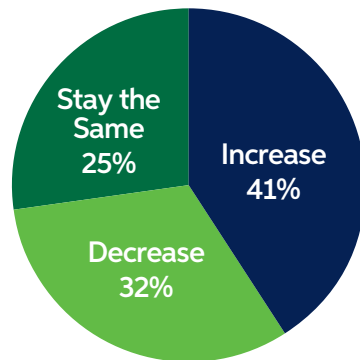
Conservative Marketing Budgets Continue

In 2025, conservative marketing budgets will continue to ensure stability in fluctuating markets. **While these budgets remain similar to the previous fiscal year, the allocation of funds is changing.** Businesses are carefully balancing cost control and growth strategies in response to ongoing market uncertainties.

Approximately a quarter of respondents are maintaining consistent marketing budgets. This shift in expenditure reflects a diverse range of financial strategies for third-party spend, highlighting how businesses are adapting their financial plans to support operations and growth in alignment with their unique needs and circumstances. By reallocating budgets to more impactful areas, companies strive to maximize efficiency and effectiveness in their marketing efforts.

Marketing technology is set to dominate B2B spending, with major investments in CRM, automation, and AI processes, enhancing customer interactions and boosting efficiency. CRM systems offer deeper insights for personalized strategies, while automation and AI improve campaign precision and scalability. Additionally, direct marketing, content marketing, and branding are regaining prominence, reflecting a renewed focus on data-driven decisions and integrated marketing strategies.

Marketing Budget Changes for 2025



Top Areas of Marketing Spend



Your Leads Want to Get to Know You

While in-person tradeshows and events continue to hold the top spot for lead generation in 2025, virtual events and webinars are not far behind. The key takeaway is that networking—whether in-person or virtual—is crucial for developing leads. **Your potential customers want to engage with real people**, and creating these opportunities for interaction is essential.

Additionally, there are noticeable increases in the effectiveness of search engine marketing (SEM) and organic search (SEO) as lead generation sources. In contrast, directories and sponsorships, paid social media, and print advertisements have seen a decline.

Top Sales & Marketing Lead Sources

	2025	2024	2023
In-Person Tradeshows & Events	45%	33%	27%
Virtual Events & Webinars	35%	21%	14%
Direct Marketing	29%	26%	16%
Email Marketing	29%	32%	22%
Directories & Sponsorships	25%	32%	22%
Paid Social Media	20%	24%	29%
Print Advertisements	20%	27%	8%
Referrals	20%	17%	21%
Search Engine Marketing	20%	12%	30%
Organic Search	19%	15%	34%
Networking	12%	12%	19%
Public Relations	12%	24%	—
Account-Based Marketing	9%	17%	4%
Telemarketing	3%	9%	14%

Face-to-Face is More Important than Ever

The resurgence of tradeshows and events underscores a shift towards in-person engagement, highlighting the growing importance of face-to-face interactions identified in 2024. Simultaneously, companies significantly benefit from virtual events and webinars, leveraging these platforms for networking and lead generation. **Webinar attendance increased by 20% for 2025, with in-person event participation also surpassing last year's numbers.**

When asked for their opinions, our respondents indicated that **in-person events will remain essential for lead generation and brand building in 2025**. However, despite their importance, participants believe in-person events are not as critical for lead generation and brand exposure as they once were, underscoring the resurgence of the webinar.

The Significance of In-Person Events in 2025

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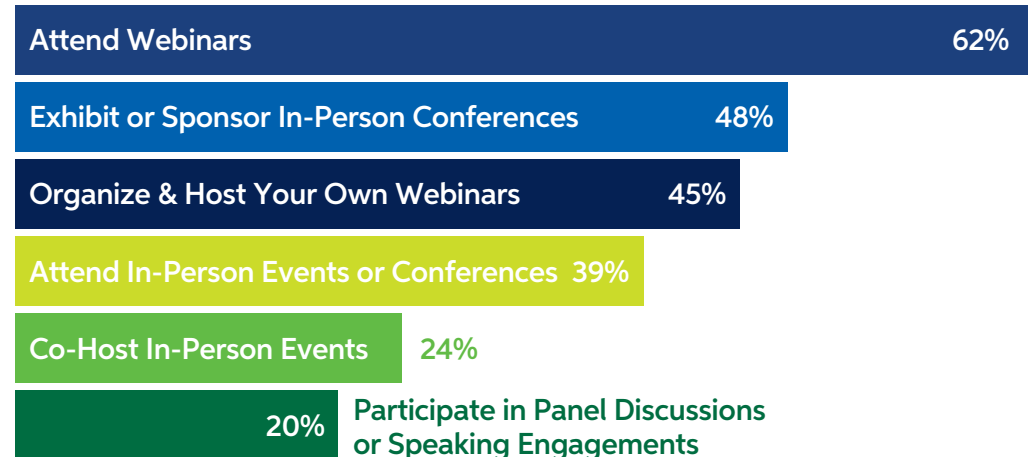
average rating



Will Webinars Be Effective for Brand Awareness and Lead Generation?



Event Marketing Tactics for 2025



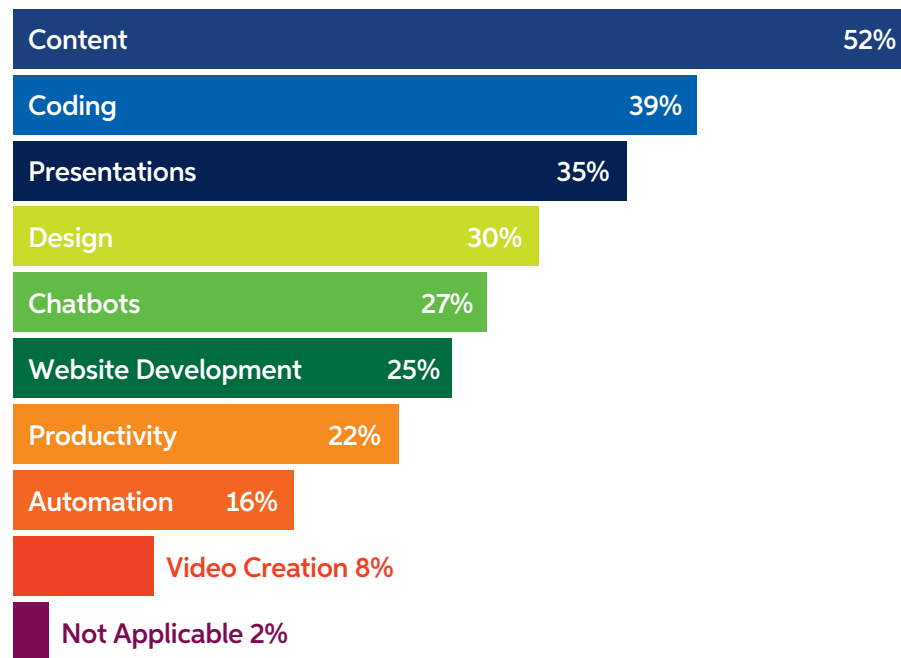
AI is Becoming a Marketing Mainstay

As AI adoption grows, 2025 sees a significant increase in **AI-driven content generation, now taking the top spot in marketing strategies.**

Advancements in platforms like ChatGPT and other AI tools are likely driving this leap. Marketers are increasingly leveraging AI for coding and web development purposes as well.

This year, more marketers identified as “Somewhat Optimistic” about AI adoption than last year, highlighting the growing acceptance and anticipation of AI’s potential to redefine B2B marketing.

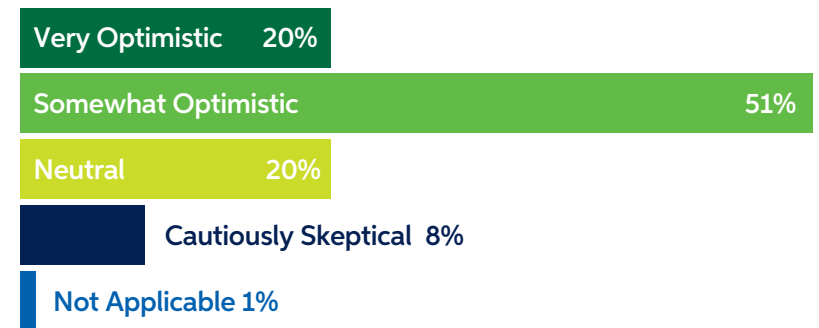
How B2B Marketers are Utilizing AI



Trending AI Platforms for 2025

-  ChatGPT
-  HubSpot
-  Copilot
-  Midjourney
-  Grammarly

The Outlook on AI in B2B Marketing



Future-Focused Marketing Reigns Supreme

These trends collectively underscore a shift towards data-driven decision-making, customer-centric strategies, and a commitment to innovation and adaptability. **The emphasis on AI, ABM, and CRMs indicates a strategic approach to leveraging technology and personalized marketing tactics.** The continued focus on video and personalization suggests that while these methods are crucial, some companies may still be refining their strategies.

Overall, the survey highlights the critical need for a comprehensive and forward-looking corporate marketing strategy. Businesses are investing in the tools and approaches necessary to stay competitive, target their audience effectively, and ultimately drive growth. This isn't groundbreaking. It's a sound and standard strategy. However, where there may have been hesitation before, in 2025, there is now broader acceptance of adopting new strategies and tactics. The data shows that marketers are investing increasingly in a well-defined roadmap to navigate this evolving landscape while maintaining investments in the tried-and-true to ensure sustained success.

Top Marketing & Sales Priorities for 2025

- 1 Artificial Intelligence
- 2 Account-Based Marketing
- 3 CRM
- 4 In-Person Events
- 5 Video Marketing
- 6 Content Creation
- 7 Social Media
- 8 Automation
- 9 Marketing Collateral
- 10 Email Marketing

Top Takeaways from This Year's Report

Incorporate Artificial Intelligence and Automation

- AI and automation are revolutionizing content marketing, making it a larger focus for B2B marketers.
- Marketers are increasingly leveraging AI for both content creation and coding, enhancing productivity and operational efficiency.

In-Person Events Continue to Drive Leads in a Digital-Centric World

- Despite the rise of digital marketing, in-person events remain a crucial tool for lead generation and face-to-face engagement.

Utilize a Mixture of Offline and Online Sources

- A balanced approach that combines offline and online marketing strategies helps improve both brand awareness and lead generation.

Increase Focus on Client Retention Tactics

- There is a growing emphasis on client retention over brand awareness and lead generation, reflecting a shift towards maintaining and nurturing existing customer relationships.

Try Video Marketing

- Video marketing continues to grow in importance, demonstrating its effectiveness in capturing audience attention and conveying messages powerfully.

Leverage Account-Based Marketing

- ABM remains a key priority, highlighting its role in targeting high-value accounts and delivering personalized marketing efforts.

Commit to Comprehensive CRM Strategies

- Effective CRM systems are critical for managing customer interactions and improving overall customer experience, emphasizing their continued significance.

Adapt to Changing Market Dynamics

- The trends reflect a commitment to innovation and adaptability, with businesses investing in new tools and approaches to stay competitive and drive growth.

About Sagefrog Marketing Group

Sagefrog is a top-ranked B2B marketing agency and award-winning Best Place to Work®, with specialties in healthcare, technology, industrial, and business services. We accelerate client success through branding and integrated marketing delivered through deeper industry knowledge, smarter strategy and tactics, and faster turnarounds and results. Our services include branding and strategy, websites and digital, content and inbound, and traditional marketing. Visit Sagefrog.com.

Contact us to put the insights from this report into action for your company.

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