TECHNOLOGIES THAT WOULD SHAKE THE
B2B TECH MARKETING SCENARIO

B2B

DIGITAL TWINS

It is a digital representation that mirrors a real-life process, object or system.

By 2020 there will be more than 20 billion connected sensors, endpoints, and digital twins. - Gartner.

EDGE COMPUTING

Edge computing decentralizes cloud data handling processes. It brings information processing, content collection and delivery

The edge computing market size is expected to grow from USD 1.47 Billion in 2017 to USD 6.72 Billion by 2022. It will grow at a Compound Annual Growth Rate (CAGR) of 35.4% during the forecast period. - Report from Edge computing market.

IMMERSIVE TECHNOLOGIES

Immersive technologies create immersive experiences for the user. They integrate virtual content and real environment. It helps the user to engage naturally with the blended experience.

By 2020, immersive solutions will be evaluated and adopted by 20 percent of large enterprises. It will be a part of their digital transformation strategy. - Gartner survey, 2017

QUANTUM COMPUTING

It is highly parallel and exponentially scalable computing model. It is based on quantum subatomic particles. They represent information as quantum bits.

The quantum computing market in the energy & power industry is expected to witness a CAGR of 39.11% from 2017 to 2023- Report on quantum computing market, global forecast to 2023.

BLOCKCHAIN

It is a comprehensive public ledger of information collected through a network. It stays over the internet. It is a new way of documenting the data on internet.

The estimated global revenue from enterprise blockchain applications is expected to rise from $2.5 billion to $19.9 billion by 2025- IBM on Blockchain jobs, 2017

AUGMENTED ANALYTICS

They are specific areas in augmented intelligence. They help to bring improved accuracy on insights of the analytical tools being developed.

By 2020, augmented analytics will be the main selling point for analytics and BI solutions.- Gartner

AI DRIVEN DEVELOPMENT

Artificial intelligence is on a spree. It is bringing some transformative changes in b2b businesses.

AI Driven development grows by 53 percent year on year according to the Salesforce Annual state of marketing report.

INTERNET OF THINGS (IOT)

IOT plays a significant role in improving the customer experience and customer retention.

B2B IoT deployments will account for nearly 70 percent of the value in the next ten years. It will create $11.1 trillion a year globally in economic value. Of this value, 62 percent will be generated in advanced economies. 38 percent of economic value will be generated in developing economies. – McKinsey, An Executive guide to IoT.

SOCIAL LISTENING TOOLS

It is the process of listening to the customers with the brand. It even covers the online interaction of potential buyers with the brand.
There are some social listening tools for b2b businesses. They are Hootsuite, Mention, and TalkWalker and so on.

MARKETING AUTOMATION PLATFORMS

The technology of marketing automation is a boon for b2b marketing. It makes your repetitive marketing tasks and regular workflow process easy. Some functions like social media actions, email and website actions can be automated.
88 percent of marketers spent time on preparing reports and analysis. They don't spend more time on strategy or customer interactions. - Adgorithms Third party survey, 2017.

MOBILE CAMPAIGN MANAGEMENT

Mobile has already taken over as the convenient email marketing tool. New b2b mobile apps and lead nurturing tools have led to increased lead generation capabilities.

70% of B2B buyers increased mobile usage over the past two to three years. 60% expect to continue to increase their mobile usage- Boston consulting group: Mobile marketing and b2b buyer.