

DMA Talent Marketing Challenge 2023 - B2B Marketing Resources

Below is a list of resources that will help you respond to the brief.

If you have any questions about the brief, please email them to us on dmatalent@dma.org.uk

[B2B vs B2C Marketing: 5 Differences You Need to Know](#)

Typically, B2B marketing focuses on logical process-driven purchasing decisions, while B2C marketing focuses on emotion-driven purchasing decisions. Explore more differences between the two.

[Reducing Customer Churn](#)

The aftershocks of the past few years have left many businesses struggling to hold on to their customers. Discover what businesses can do to reverse customer churn.

[An Account-Based Marketing Strategy](#)

Discover how Account-Based Marketing might be the right marketing strategy for B2B companies in a post-pandemic world.

[How a Business Blog Can Drive Conversion](#)

A businesses blog improves its search rankings, and drives traffic to its website. They drive email subscription sign-ups, and these emails can drive impressive engagement and conversions. How can marketers make this work for a B2B campaign?

[Ten Tips for Effective Sales Conversations](#)

Consumers are no longer receptive to outdated tricks and hard sell tactics. Discover how businesses can convert as many prospects as possible.

[How to Successfully Market a Disruptive Proposition](#)

Visionary companies are using disruptive value propositions to shake up industries and inspire customers to think differently, making them choose their product. Explore how businesses can execute one.

[We're all Technology Companies Now](#)

Many B2B brands who traditionally rely on face-to-face relationships to do business, have accelerated their digital marketing transformation due to the pandemic. Brands that are thriving in the new digital world have many common attributes. Discover what they are.

[U is for Understanding Your Customer](#)

BMC have a podcast series covering the A-Z of B2B marketing. Give it a listen, we've picked out this episode as it is of particular interest to the brief.

[The Age of the Adaptable Marketer](#)

Discover the vital stats every B2B marketer needs to drive change in 2023.

[DMA Awards B2B Campaigns](#)

Each year, the DMA host the DMA Awards, where agencies from across the country enter their work to be judged on their Strategy, Creativity and Results.

Check out the award winning B2B campaigns from 2021, they will give you some great inspiration for your entry:

Gold: [2021 Havas CX heli, Toolstatio - My Toolstation](#)

Silver: [Agency Inc, Exel Composites - For forward thinkers, by forward thinkers](#)

Bronze: [The Croc, Sohonet - Realise Your Vision](#)

[Best of the Best in B2B](#)

In B2B marketing, creative edge and reckless flair are fundamental to campaign success. Here are three examples of B2B campaigns that really stand out from the crowd.

[The B2B industry launch the B2B Code of Conduct](#)

The B2B marketing industry has united to draw up a Code of Conduct for both agencies and clients in an industry-wide collaboration.

Careers in B2B

What does a career in B2B marketing look like?

looks like, with details on the different job roles available, and how you can get into them.

[Exploring the Journey into B2B](#)

What is B2B marketing, and why is it an exciting place to be?.

[B2B from the Inside](#)

What is it like to work in B2B marketing? Listen to five B2B experts with different job roles explain what it means to work in B2B marketing, the benefits of working in the industry, and how best to get started.

[How to Break into B2B](#)

Find out what you need to do to get a job in the B2B industry.

[This is the B2B century, and marketers will be the ones to lead it](#)

The history of marketing is synonymous with consumer brands, but now B2B is the key driver of economic growth and it will be marketers who build those businesses.