Do These 5 Things to Upgrade Your B2B Marketing Strategy

Business-to-business purchase behavior has changed, and the traditional sales funnel taught in business school is outdated. Buyers and decision makers today start the purchase process on the homepage of the internet, Google. This usually takes place after a conversation they had either online or in person with a peer or co-worker. They spend hours, days… https://www.adweek.com/digital/do-these-5-things-to-upgrade-your-b2b-marketing-strategy/