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A Strategic Scaling Partner for Your Business



# 15 Marketing, Sales, And Service Trends That Rule The Business Game In 2022-2025

Thirty thousand products appear in the world market every year. Nearly 95% of them disappear without any trace. Do you want your products to have the same fate? Probably not! That is why it is crucial to stay up-to-date with all the **Modern World's Marketing, Sales, and Service Trends.**



The business world is changing every day. The tactic that boosted sales in the 90s won't do you any good today. Modern marketers are facing grave challenges due to the pandemic and insane inflation.

Here are  
**15 Backed-By-Stats  
Marketing Techniques**  
that will keep your  
business afloat during  
these testing times



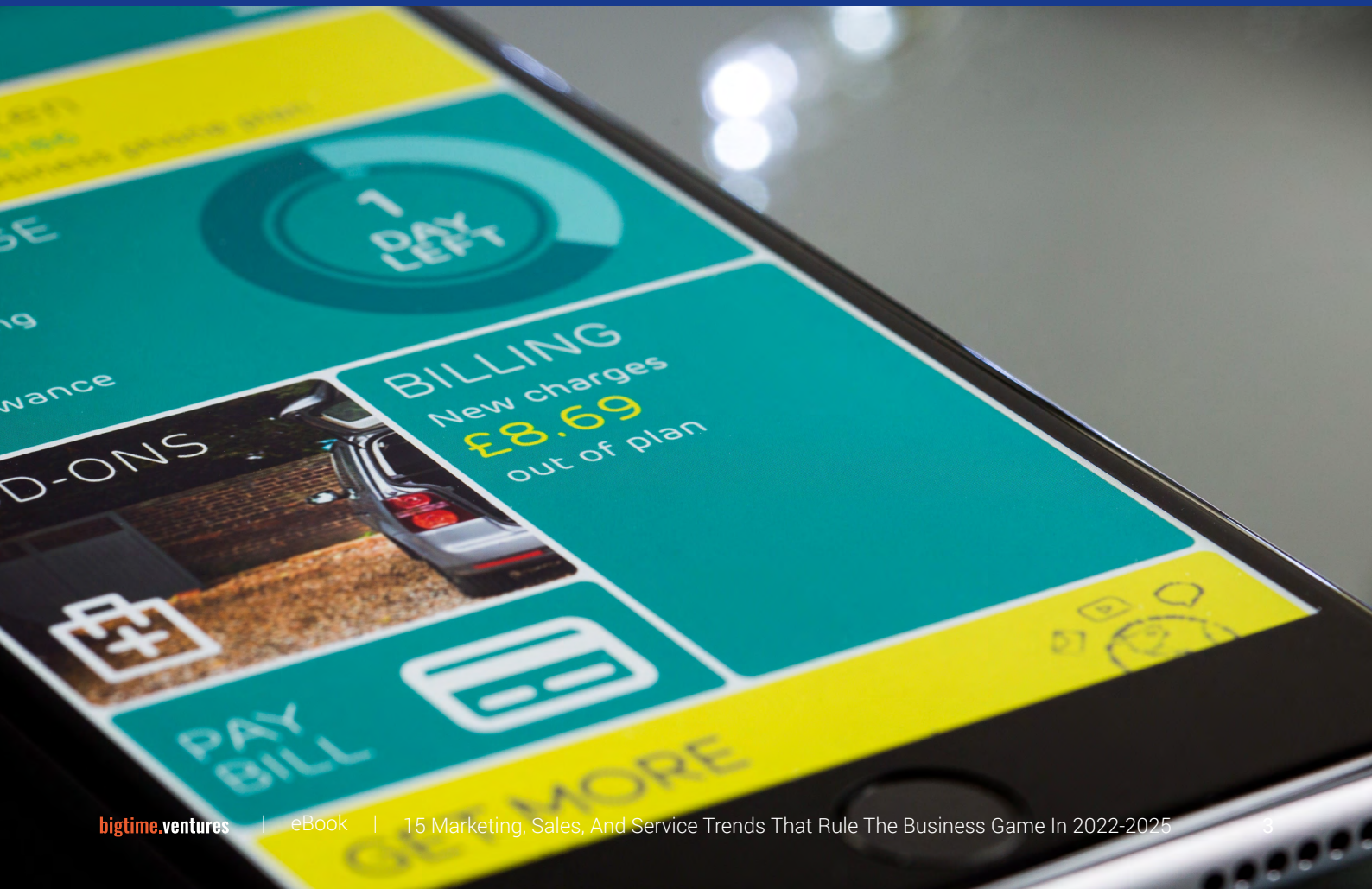
# 1. The Future Is Digital

According to a survey in the USA among B2B companies, marketers expected to increase their spending on digital marketing by 13.59% while only 0.55% on conventional advertising. ([A. Guttmann, Statista, 2022<sup>01</sup>](#))



## How does it impact businesses?

During the pandemic, going digital was a necessity. Now that the virus is gone, it has become a trend. In today's marketing campaigns, digital techniques take up the lion's share. A business that can make its prospects "click" on their ads first takes the crown. Hence, businesses spend on digital marketing more than on conventional marketing. You can also see that the institutions are now producing more digital marketers than conventional marketers.





## 2. Trust Is The Key

44% of global consumers will spend at least \$500 or more each year with the brands they trust most, with nearly a third (29%) saying they will spend more than \$1000/year. The majority of these 29% are youngsters. According to these consumers, their trust is earned and broken with every experience they have with the brand. (Adobe, 2022<sup>02</sup>)



### How does it impact businesses?

Modern marketing is more about building trust with the customers instead of being too salesy. The marketing emphasis has shifted from selling the product to establishing the brand as a trustworthy one.

Consumers trust brands that are more in line with their values and beliefs.

They want brands to understand them, show empathy, and think according to their perspectives. Hence, companies are working toward creating content and marketing strategies that target the right audience. **ScaleboX™** helps organisations build trust with their customers and align with their values and beliefs.



## 3. The World Is For Tech Savvies

Since 2019, we are witnessing how unpredictable this world can be. One of the major changes these years have brought for business owners is “automation”. Business owners will invest heavily in automation from 2022 because they know their teams can do much more in lesser time by automating processes.

Hence, In 2022, the robotic process automation (RPA) market is estimated to be worth \$3.17 billion – a 53% increase from 2021. Why? Because RPA increases innovation, productivity, and success of businesses. ([Thekeenfolks, 2022<sup>03</sup>](#))



### How does it impact businesses?

The marketing trends in 2022 and beyond rely heavily on technologies like Artificial Intelligence and marketing software. Businesses can now send messages and email automatically according to custom-built templates. Marketing automation generates leads, measures ROI, implements digital strategies, designs content, and analyzes your marketing plans while you focus on growing your business.



# 4. Customer-Centric Approach

76% of consumers say it is important for brands to show empathy by demonstrating they can see things from the consumer perspective, understand their frustrations and know what is really important to them.

([Adobe, 2022 Trust Report](#)<sup>04</sup>)



## How does it impact businesses?

Recent marketing trends urge businesses to provide more value to their customers. According to studies and research, people trust brands that invest their time in interacting with their customers and help them make informed choices. Hence, now brands have to do so much more than only offering premium products or exclusive services.





# 5. Inbound And ABM Marketing

Inbound marketing can save you up to 62% more money while tripling your leads. A properly planned inbound strategy is 10 times more effective than outbound strategies in terms of lead conversions. (Userguiding, 2022<sup>05</sup>)

In 2021, 62% of marketers leveraged account-based marketing, or ABM, to win over customers. And, in 2022, 33% of marketers who haven't used it plan to invest in it for the first time. (Hubspot, 2022<sup>06</sup>)



## How does it impact businesses?

The current trend in business is shifting from outbound marketing to inbound techniques. Marketers are more focused on targeting the most convertible group of individuals for guaranteed sales.

For instance, brands are investing in crafting and sending personalized emails to their top accounts rather than just bombarding all kinds of audiences with content they don't want.

These marketing techniques fall under the category of inbound and ABM marketing.

In Russia, unfortunately, less than 2% of companies use it. Automated Inbound Marketing and ABM should work together to create more significant synergies. And the most important thing that needs to happen in sales is the transition from click-based to real-time interaction with buyers. Hence, we highly encourage you to start investing in ABM and inbound strategies to scale your business.

And **ScaleboX™** can be a perfect solution for highly-effective ABM and generating Inbound Leads to drive more conversions.





# 6. CRM Platforms Are More Important Than Ever

The explosion of CRM has been well chronicled, and it is predicted to continue being powerful. It will reach a market size of \$113.5 billion by 2027 and will accomplish an 11.6% CAGR from 2020 to 2027. ([Globe Newswire, 2022<sup>07</sup>](#))



## How does it impact businesses?

The year 2022 has made it clear that CRM is the most critical business component. The post-pandemic era has brought new challenges for businesses, and interacting with customers is one of them. An automated CRM platform helps build better client-business relationships and affects potential revenue and marketing outcomes.

CRM management software keeps track of customers' interaction with your staff, their initial purchase, support history, the reason for the conversion, and even a measure of these footprints. Those who implement CRM understand how much money is passing by, and the expected business growth of 20-30% is no longer so attractive.



CRM is vital if you want to achieve growth and accomplish your targets. Companies that do not have time to manage CRM are now outsourcing it to full-funnel marketing agencies, like [ScaleboX™](#).



# 7. Social Media Presence Is Crucial

According to 41% of respondents, social media marketing was on the top of B2B marketers' minds to include in their 2022 marketing efforts.

(A. Guttman, Statista, Feb 23, 2022<sup>08</sup>)



## How does it impact businesses?

It's simple, brands that build a social media presence win. You can find the most significant number of your potential customers on social media platforms. Creating a marketing campaign that uses these platforms to its full potential is essential.

However, no one succeeds in actually "selling" their products on Facebook or Instagram. The key is to start a conversation, give helpful information, create awareness, interact with the audience, and then offer them a link to your website's landing page.

We highly recommend you start building your presence on Instagram, Facebook, and LinkedIn to stay ahead in the game. You can thank us later for this valuable suggestion.

## 8. E-Commerce Is Here To Stay

25% of retail sales in Europe will be online by 2025 (excluding travel and food). The English market is in the lead, with almost 50% of digital sales. It is, therefore, essential to manage data, use analytical tools, personalization methods, and artificial intelligence and work with returns to stand out from the competition.

(Thomas Husson, VP, Principal Analyst, Forrester, 2021, Tendances Retail et eCommerce 2022<sup>09</sup>)

Global e-commerce sales are expected to reach \$5 trillion in 2022 and \$6 trillion by 2024. (Shopify, 2022<sup>10</sup>)



### How does it impact businesses?

The pandemic left the marketing world changed. You can see that the techniques and strategies that were generating shiny results before the pandemic are no longer working post-pandemic. One of these changes is the multiple opportunities created in the e-commerce industry. Both B2B and B2C companies are prioritizing humanizing their brand and increasing customer retention.

Marketers are more inclined towards using inbound funnels and ABM strategies in tandem to grow their audience by as much as 20 times and advertise their products to the prospects at a stage they don't even realize they need the product.





# 9. A Cookie-Less Future

During a 2022 survey carried out among data marketers, 41% of respondents said they expected that they would be increasing spending/emphasis on the use of first-party data because of the planned phase-out of third-party cookies by browser developers. ([Statista, 2022<sup>11</sup>](#))

## How does it impact businesses?

For many years, marketing campaigns have focused on cookies. However, for privacy reasons, Google is now phasing out cookies in the Chrome browser, which accounts for more than half of the world's web traffic. And in late 2022, it will refuse altogether.

However, we must understand that we are talking about third-party files. You can still access your own cookies to see when and how many times the user visited your site and what pages they viewed. But you will stop seeing the activity of your visitor on other sites that are not related to your domain.

Therefore, the 2022 and beyond marketing campaigns will focus more on other data collection mechanisms that acquire customer data directly. For example, [ScaleboX™](#) uses multiple open and closed data sources to gather highly-intelligent data. We can no longer depend on one data source, let alone cookies.

```
    } else if (a) {
      for (; o > i; i++)
        if (r = t.call(e[i], i, e[i]), r === !1) break
    } else
      for (i in e)
        if (r = t.call(e[i], i, e[i]), r === !1) break;
    return e
  },
  trim: b && !b.call("\ufeff\u00a0") ? function(e) {
    return null == e ? "" : b.call(e)
  } : function(e) {
    return null == e ? "" : (e + "").replace(C, "")
  },
  makeArray: function(e, t) {
    var n = t || [];
    return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)),
  },
  isArray: function(e, t, n) {
    var r;
    if (t) {
      if (n) return a.call(t, n, e);
      for (n = t.length, r = n ? Math.max(0, t + n) : 0; r < n; r++)
        if (n in t && t[r] === e) return n
    }
  }
}
```

# 10. Content Is The King

Content marketing can save you up to 62% more and bring 3 times more leads compared to traditional marketing. ([Userguiding, 2022](#)<sup>12</sup>)



Content marketing costs 62% less than traditional marketing and triples the leads. ([Invesp, 2022](#)<sup>13</sup>)

## How does it impact businesses?

Content generates an audience and attention. Content is the only opportunity to demonstrate your expertise and be helpful to the client on his conversion path and at all stages of decision making. Marketers should not ignore this possibility. Imagine your audience searching and checking out your page whenever they think of a problem your product is the solution to? Yes, that can only happen when you'll create content for them.

Another thing is that for the consumer, the

content should be valuable, useful, relevant to its context, and convenient for consumption. Immaculate copywriting is a well-coordinated work of the entire company. However, it must be thorough and systematic.

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# 11. Getting Personal With Clients

72% of consumers say that poor personalization decreases their trust in brands, with more than 1/3 (36 percent) saying it significantly harms their trust.

([Adobe, Trust Report, 2022<sup>14</sup>](#))



## How does it impact businesses?

Creating more personalized marketing strategies tailored to a specific prospect's needs and preferences is a sure-shot way to a conversion. Human-like automated personalization and communication allow you to attract and receive hundreds of contacts daily.

But personalization does not mean just adding a name to your sent emails. Personalization is not about the client's name but about personalizing the offer and content according to his needs. It works wonders, and the world statistics are clear proof.

That's why our team at [ScaleboX™](#) puts their heart and soul into researching your clients so they can make it all about them when conversing with them.



# 12. Creating Effective Marketing Funnels

72% of consumers say relevant content delivered at the right time and place boosts their trust – more than a quarter of Gen Z and Millennials say it increases their trust “a lot”. ([Adobe, Trust Report, 2022](#)<sup>15</sup>)



## How does it impact businesses?

The current marketing trend is to advertise a specific product or service at the right marketing funnel stage. The addressee of inappropriate advertising is 3% of the audience who is ready to buy and knows what they want, in favor of 67% of potential customers who are at earlier stages of decision-making.

In this case, advertising campaigns focus on the formation of needs and solutions for customers. Thus, the goal of campaigns shifts from last-click to first-click – the question is how to manage this advertising budget between first-click and last-click effectively.

However, to achieve optimal results from this strategy, you should be well aware of the entire funnel and what information to provide in each stage of the customer journey - from the top of the funnel to the bottom of the funnel.





# 13. Response Speed And Timely Interactions

More than half of consumers expect a response within 10 minutes to any marketing, sales, or customer service inquiry. ([Hubspot, 2022<sup>16</sup>](#))



## How does it impact businesses?

Multimodality is the basis of the competitive advantage achievable with digitalization. It is real-time interaction through different communication channels when a potential client is in context. Its rate directly affects conversions and the cost of sales.

Technologies allow you to track the actions and inaction of a potential client to carry out personalized human-like communication based on a digital profile, reducing the risks of human error, and increasing conversions and chances of success.



# 14. Curbing Expenses With Workflow Automation

95% of IT and engineering leaders say their companies are prioritizing workflow automation, and 75% have been able to reduce the time spent on tasks by 10%. This allows employees to take on fewer manual tasks and spend more time on strategic thinking. ([Salesforce's Trends in Workflow Automation study, 2022<sup>17</sup>](#))

## How does it impact businesses?

Statistics show that making new customers is much more expensive than retaining older ones. 80% of B2B transactions occur after 12 touches, but 80% of sellers make no more than 2-3.

This problem is almost impossible to solve manually since sales costs will inevitably increase, so the solution will be end-to-end sales, marketing, and service automation.

However, you can use automation tools and apps like [ScaleboX™](#) for timely follow-ups, personalized messages, and human-centric strategies to close more deals and scale 3x faster.





# 15. Sales Automation Yields Higher Sales

A whopping 70% of marketing professionals currently use automation. Meanwhile, 33% of marketers who don't use automation plan to implement it in 2022. ([Hubspot, 2022<sup>18</sup>](#))



## How does it impact businesses?

According to statistics, 31% of the sales department's working time is spent on finding and updating contacts, 42% on reporting, and only 27% on their immediate responsibilities – communication with customers, which leads to the conclusion of transactions.

Imagine if you free your sellers from the first two tasks by transferring the routine to a robot and CRM? What result will you get? 5-7 times increase in the effectiveness of sales! And [ScaleboX™](#) makes this happen.



# Final Words

The business world is constantly changing. Recent years have made it clear that you cannot run a business without going hand-in-hand with technology. Digital marketing is the only way to go in 2022 and beyond.

## So, are you ready to try digital solutions to gain commercial supremacy?

Do you want to triple your business revenue while maintaining a healthy work-life balance, loyal customers, and top-quality products? For that, you need help with increased conversions.

Let's chat so we can show you how ScaleboX™ can help?



[SCHEDULE A MEETING](#)

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## RESOURCES

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