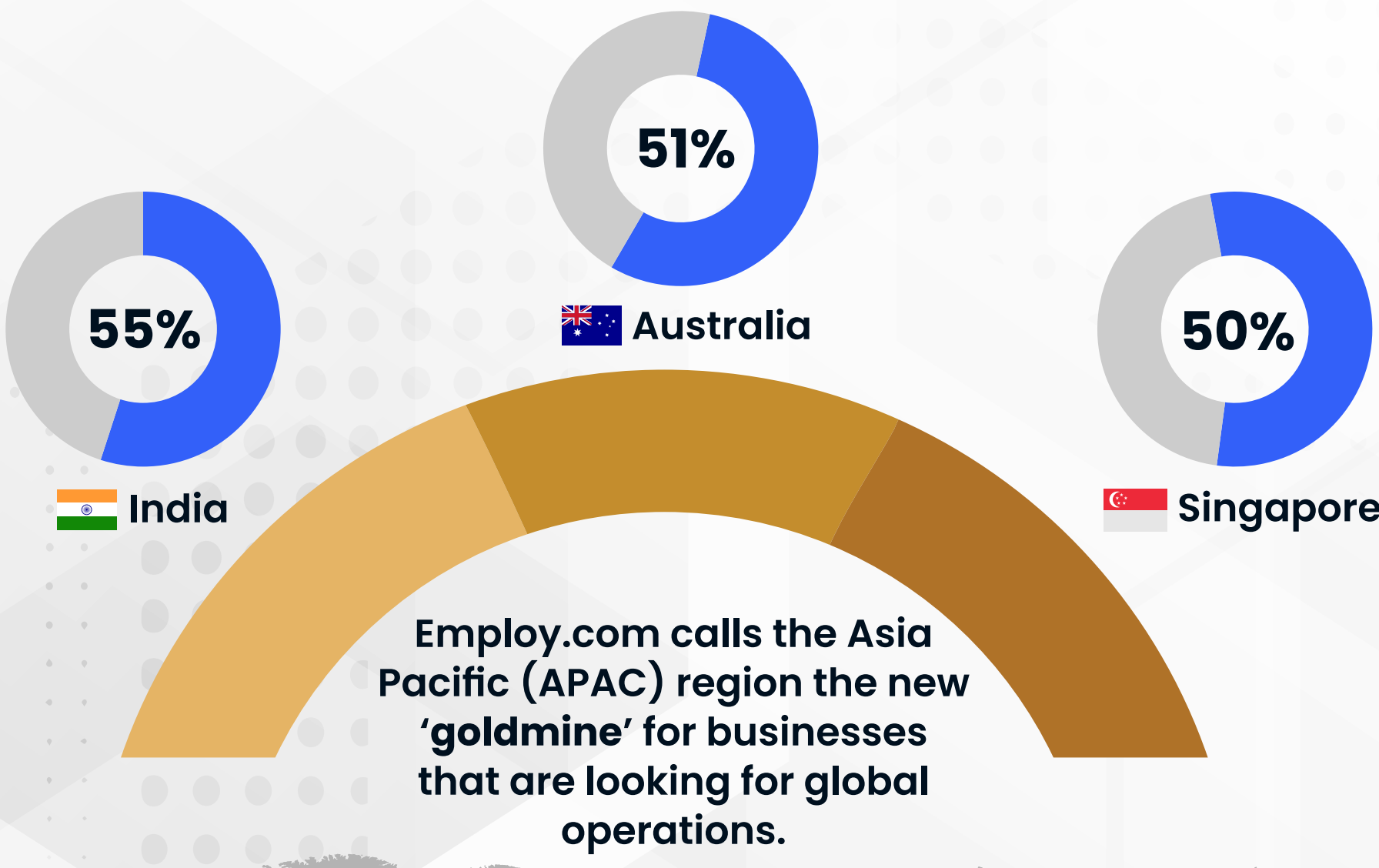


THE ROAD TO ROI: B2B MARKETING STRATEGIES IN THE ASIA-PACIFIC



'The B2B Marketing Benchmark' research conducted by Branding in Asia found that B2B marketing leaders in Asia-Pacific are leading the charge when it comes to Generative AI utilization.

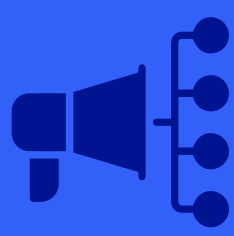
5 WINNING MARKETING STRATEGIES FOR APAC

Automating Marketing in APAC

Successful marketing automation in the Asia-Pacific region requires customization to align with unique communication preferences and lead generation strategies.

Content Localization

Marketers must focus on content localization, translating and tailoring content to resonate with Asian customers who rely on online information to find solutions to effectively reach the Asia-Pacific region.



Growing Audience Engagement

In APAC, effective inbound marketing requires personalized content, audience connections, lead magnets, and tech-driven incentives, such as webinars, to boost customer engagement.

Digital Behavior Adaptation

Successful APAC marketing demands adapting to diverse digital behaviors, languages, search engines, and social media platforms in each market using data-driven strategies for effective audience outreach.

Managing APAC Marketing Channels

Digital marketing is key for APAC B2B contacts, but offline methods like exhibitions and face-to-face meetings are vital for lasting relationships and ROI in marketing.



According to LinkedIn data, around 74% of C-suite executives in the Asia-Pacific region are under pressure to prove greater short-term ROI on their marketing campaigns amidst times of uncertainty.

74%



As per the same data, almost 98% of B2B marketing leaders in APAC said that improving the chief financial officers' awareness and understanding of B2B marketing ROI will be vital for strengthening future marketing budgets.

98%

"To be effective in B2B today, we marketers need to break out of our comfort zone."

Brian Stoller, Foundry CMO