

# 7 B2B Influencer Marketing Trends for 2020

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According to the World Federation of Advertisers, 65% of multinational brands will increase influencer marketing spending in the next 12 months and there's good reason for increased confidence: The 2019 Content Preferences Survey from DGR reports 95% of respondents favor credible content from industry influencers as a top preference, a 30% increase compared year over year.

For companies operating in the B2B space, here are 7 trends worth digging in to for 2020 and beyond:

## Increased use of AI

Artificial intelligence and machine learning will play a much greater role in influencer marketing. Signals of influence exist beyond social media and bringing together disparate data sources and automating analysis, selection and opportunities for engagement in an increasingly competitive environment will require more robust technologies.



## Democratized Influence

Everyone is influential at some level and more brands are going to tap into the niche influence of the many, whether they are employees, customers, industry community members or traditional influencers.



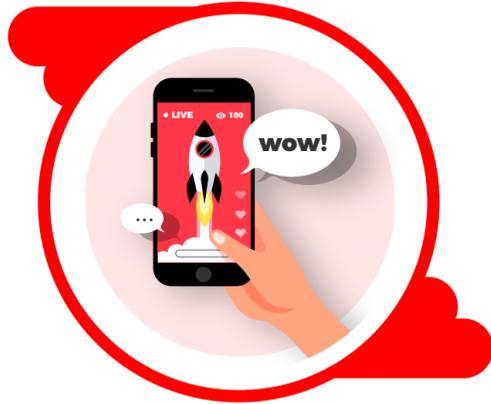
## Brandival Media

Influencers with complementary domain expertise and networks that combine forces can offer a B2B brand the reach of a major publication but with the credibility and trust of respected influencers. These influencer media entities can take many forms, from a podcast network to a group of YouTube creators to a team of bloggers that can provide turnkey event coverage and promotion.



## More Engaging Content Formats

B2B is evolving from boring to bold through video, interactive and VR/AR content. That trend will continue with influencers creating and co-creating these formats with B2B brands. Whitepapers, ebooks and case studies still hold value, but there is no reason to limit that information packaging to web pages or static PDF formats anymore.



## Influencer Tech Integration with other Martech

Influencer identification, engagement and measurement technology will increasingly become integrated with cloud marketing platforms. As B2B brands mature in their influencer marketing practices, the need for integration will increase. The simplest example would be enabling the coordination of SEO, social media, PR, ads and influencers and the alignment of a narrative across those channels.



## Consumerization of B2B Influencers and Content

Influencers publishing video content on YouTube have created expectations for video content wherever it can be found, viewed and engaged with. LinkedIn is a great example of where consumer video skills are playing out with B2B content. The continued rollout of live video on LinkedIn will only attract more of B2C-like video behaviors over to the B2B influencer world.



## Influencer Experience Management

B2B brands that make any effort at all to learn more about influencer goals, preferences and capabilities in combination with providing opportunities to connect with other influencers, will go along ways towards building brand advocates and inspire more effective influencer behaviors.



Whether you're tired of or wired for "influencer marketing", make no mistake: The growth of influence on individual and organizational effectiveness in the B2B marketing world will continue for years to come. Those who are influential in the B2B world have the domain expertise their networks trust. Not staying on top of how the world of influencer marketing is evolving is simply leaving your customers open to the influence of your competition.

To lead your market with these B2B influencer marketing trends visit [TopRankMarketing.com](https://www.TopRankMarketing.com)

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