What 2024 Taught Me About B2B Marketing

(And Why It Matters for 2025)

Hey, I'm Wojtek, your go-to creative director for engaging B2B video content. If there's one thing I love more than storytelling, it's seeing creativity drive real business results.

This past year has been a fascinating ride—full of wins, experiments, and the occasional harsh reality check. B2B marketing is evolving fast, and if 2024 taught me anything, it's that **playing it safe is the biggest risk of all**.

So grab a coffee (or something stronger), and let's break down **the top marketing lessons of 2024**—and what they mean for the future.

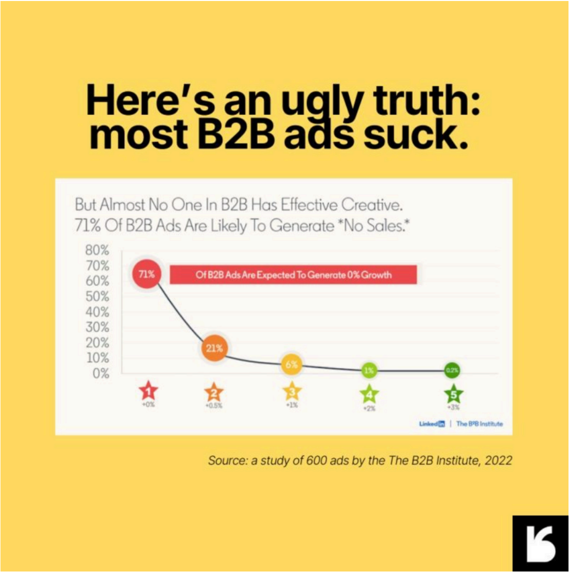
1.Creativity Isn't a "Nice-to-Have." It's the Growth Engine.

71% of B2B ads generate zero engagement. However, creative campaigns deliver 6- 7x higher ROI than dull ones.

For years, B2B marketers have been obsessed with optimization, targeting, and performance metrics. But guess what? **Creativity is the single biggest driver of ad effectiveness.** According to [LinkedIn Institute](), it outperforms everything else when it comes to long-term growth.

What it means: Creative content isn't just a luxury; it's a necessity. Whether it's humor, emotion, or bold visuals, standing out is non-negotiable.

👋 I've seen it firsthand: campaigns that challenge the "safe zone" drive results and save costs. Let's aim higher, shall we?



2. Buying Committees Choose Brands They Recognize.

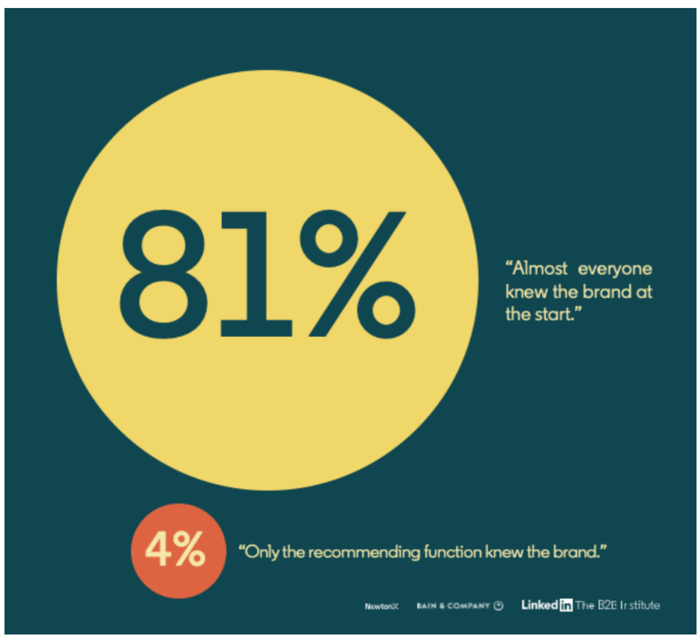
*81% of purchases are made from vendors the **entire** buying group already knows.*

Buyer groups are 3x more likely to pick a known brand—even if the unknown competitor offers better features—because persuading colleagues to take a risk is just too hard.

Takeaway: LinkedIn's recent study with Bain & Company and NewtonX made it crystal clear: visibility and trust mean everything in B2B sales.

The further you get from the technical decision-makers (think HR, finance, legal), the **more brand trust matters.**

👋 This is my most favorite research by far 😊. Build your brand. Invest in visibility. If your name doesn't spark recognition, your features won't save you.



3.Thought Leadership is the Trust Multiplier.

*75% of decision-makers say high-quality thought leadership makes them **more likely to engage** with a brand.*

Why it matters: Your buyers don’t just want another sales pitch. They want **guidance**. Sharing expertise builds trust, attracts new clients, and protects existing ones.

Thought leadership isn't about showing off. It's about showing up. Thought leadership isn’t about being the loudest voice in the room. It’s about showing up, **offering value**, and staying top of mind before buyers even enter the market. [Discover more eye-opening data on thought leadership.]

4.The Biggest Threat to Your Brand? Being Unknown.

Only 9% of buyers actively reject a brand.

The real monster under the bed? Lack of brand awareness. So, if rejection isn't the monster under the bed for B2B growth, what is?

💀 Brand Awareness—or rather, the lack of it. As the report by the Ehrenberg-Bass Institute and The B2B Institute says:

> **The problem isn't that buyers hate you – the problem is that buyers don't even know you exist.**

Takeaway: If your buyers don't know you, they **can't** buy from you. And when they finally enter the market, they'll go with the **brand they already recognize.**

👋 I can't stress this enough: if they don't know you, they won't buy from you. So, show up first. Stay visible. Keep your brand top-of-mind.

5.B2B and B2C Aren't That Different.

We don't market to businesses—we market to humans. And emotions matter as much in B2B as they do in B2C. Or, in fact, more.

Think about your last big personal purchase—a car, a vacation, a home. You probably spent weeks (or months) researching before making a decision. And guess what? **B2B buyers do the same.**

The difference? **More complexity, more stakeholders, and way more anxiety.**

Lesson: Embrace the similarities between these worlds. Emotions are pivotal; relationships are key, and storytelling is king. So, it's all about understanding your audience, regardless of sector.

So let's drop the jargon. Let's make B2B feel **human**. Your buyers don't just want specs; they want confidence, clarity, and a brand they actually like. Check out this article by marketing legend Mark Ritson.

6.A Strong Brand Promise Drives Revenue.

*Campaigns with a clear, compelling brand promise are **3x more likely** to increase market share.*

B2B sales cycles are long and involve multiple stakeholders. In a world where **no one wants to make the wrong decision**, a strong brand promise acts as an insurance policy.

A report by WARC and The B2B Institute shows that only 18% of B2B campaigns use this strategy, compared to about 40% of B2C ones.

What works: **Clarity + Credibility.** A simple, memorable promise can be the difference between **winning the deal** or being forgotten.

7.Brand Affinity Beats Features Every Time.

Emotionally engaged buyers are 2.4x more likely to stay loyal. B2B companies with strong brands outperform their competitors by 20%.

Yet, nearly 25% of companies invest less than 20% of their marketing budget in branding. Do you see what's wrong with this picture? 🤔

What it means: **Decisions aren't purely logical.** They're emotional. The more buyers trust and like your brand, the **less price-sensitive they become**—and the easier it is to win repeat business.

👏 It's not about your product specs. It's about how you make your buyers feel. But I feel B2B leaders think that this means we want to make their audience cry. No. We want to make them like you.

8."Safe" Ads Are the Most Expensive.

*A boring campaign needs **£10M more** in media spend to match the performance of a well-crafted, creative one.*

Any campaign can succeed with sufficient media spend. But, according to a joint project of marketing guru Peter Field, Adam Morgan of eatbigfish and System1 called "Cost of Dull", a boring campaign can actually cost you millions more to match the performance of an exciting and well-thought-out campaign.

Lesson learned: "Safe" campaigns fail not because they're "bad," but because **they don't say anything new.** They don't grab attention. And attention is the currency of marketing.

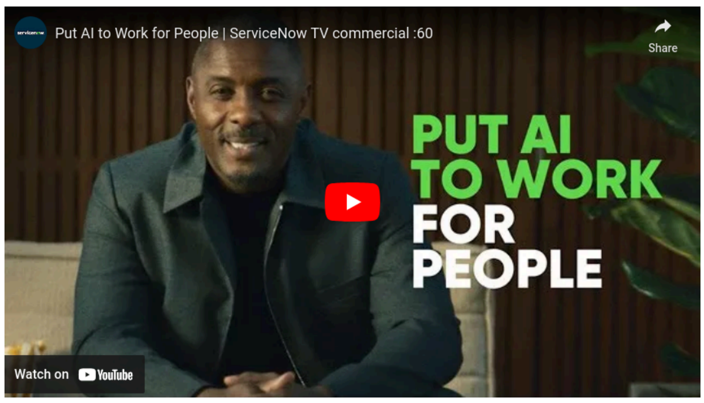
So here's an idea. Aim higher, craft campaigns that are not just effective but electrifying. Instead of sinking money into forgettable ads, let's create something that **demands attention.**

9.Video Isn’t the Future. It’s the Present.

*55% of B2B buyers say video is the **most effective** way to learn about a product.*

➡ Why you should care: In 2024, video marketing **wasn’t an option—it was a necessity.** If your brand isn’t using video to educate, engage, and convert, **you’re already behind.**

👋 Video builds trust **faster than any other format.** And trust = sales. Here are three of my favorite examples of SaaS B2B videos done right…



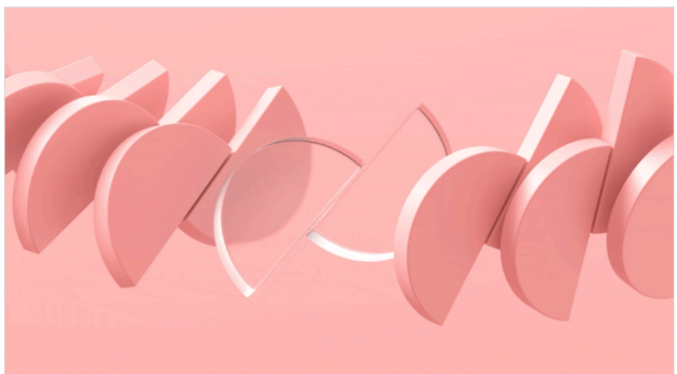
10.CMOs Want Creativity (And Are Willing to Pay for It).

*89% of CMOs agree that creativity is the **ultimate driver** of business growth.*

👉 89% regard creativity as the ultimate force driving business growth and solving problems

👉 83% see creativity's potential to unlock unprecedented business growth.

Takeaway: Success in 2025 will come to those who invest in **bold, original ideas**. Nearly 80% of CMOs want agencies to solve their business problems with creativity, and 70% **are ready to be challenged** – expecting agencies to deliver what's needed, not just what's in the brief.



The Big Picture

B2B marketing **isn't what it used to be.** 2024 showed us that **creativity, consistency, and human connection** are the keys to winning in this space.

So, let's go into 2025 with **bigger ideas, bolder campaigns, and brands that buyers actually want to engage with.**

👋 See you at the World Media Festival! 🚀

Wojtek Jeżowski

CEO & Head of Creative at Black Rabbit

www.blackrabbit.pl