

B2B Marketing in 2019: Trend Barometer

Spiceworks surveyed more than 350 B2B marketers to get insights into which trends are on the rise and which are all hype! The results? By the end of 2019, marketing teams across the globe plan to adopt the following trends:

Mainstream trends...



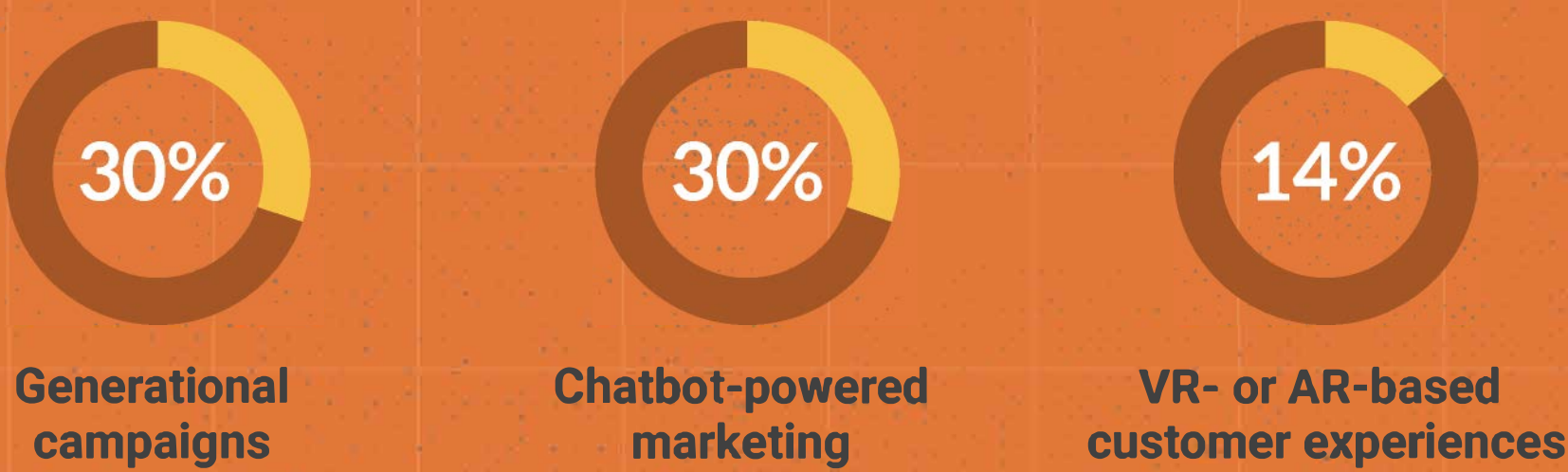
Almost mainstream...



Less mainstream...



Still niche...



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Methodology: The survey was conducted by Spiceworks in October 2018 and included 352 B2B marketers in technology companies across North America and Europe. The survey respondents represent a variety of company sizes, including SMBs and enterprises, and a variety of job titles, including CMOs, brand marketers, content marketers, product marketers, demand marketers, and more.

About Spiceworks

Spiceworks is the marketplace that connects the IT industry to help technology buyers and sellers get their jobs done, every day. The company helps people in the world's businesses to find, adopt, and manage the latest technologies while also helping IT brands build, market, and support better products and services. Founded in 2006 and headquartered in Austin, Texas, Spiceworks empowers people to use technology to make their organizations, their communities, and the world better.

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