

The Science/Art of Marketing: Big Change in the Last 25 years

As practitioners know, Marketing has changed dramatically since 2000. Many of the newer tools can be applied to B2B marketing. Here's a survey of some of those changes and links to further reading.

Digital Transformation

- **From print to pixels:** Traditional channels like TV, radio, and print gave way to digital platforms — websites, email, social media, and search engines.
 - **Rise of social media:** Platforms like Facebook, LinkedIn, and TikTok turned marketing into a two-way conversation, empowering creators and consumers alike.
 - **Search engine marketing (SEM) and SEO** became keys to visibility and lead generation.
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Mobile & Multi-Platform Engagement

- Smartphones revolutionized how and when consumers interact with brands.
 - Marketing strategies now span apps, SMS, push notifications, and mobile-first websites.
 - Streaming platforms opened new ad formats and targeting capabilities.
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Data-Driven Decision Making

- The explosion of **analytics tools** (Google Analytics, Mixpanel, etc.) enabled real-time performance tracking
 - **Programmatic advertising** automated media buying based on behavioral data.
 - CRM platforms like Salesforce and HubSpot became central to campaign orchestration.
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And Now AI & Automation

- AI now powers **content generation, chatbots, predictive analytics, and personalization engines.**
- Marketing automation tools streamline email campaigns, lead scoring, and customer journeys.
- Generative AI is reshaping creative workflows — from ad copy to image generation.

FURTHER READING

Foundational Guides & Strategy Frameworks

- [Salesforce's Complete Guide to B2B Social Media Marketing](#): Offers a strategic breakdown of how to build a B2B social media presence, including platform selection, content planning, and legal considerations. Especially useful for mapping content to buyer pain points and funnel stages.
 - [Reach Above Media's Strategy Playbook](#): Covers the evolution of B2B marketing, key objectives (lead gen, thought leadership, engagement), and platform-specific tactics. Includes real-world case studies from Adobe, HubSpot, and Maersk Line.
 - [NinjaPromo's Platform Selection Guide](#): Helps you choose the right social media platforms based on audience demographics, content formats, and engagement potential. Great for aligning channel strategy with persona segmentation.
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Best Practices & Tactical Resources

- [Social Success Marketing's B2B Resource Hub](#): Includes downloadable checklists, content calendars, and ROI frameworks tailored for B2B teams. Especially helpful for tech and manufacturing sectors.
- [100 Pound Social's Campaign Roundup](#): Features 11 standout B2B social media campaigns (e.g., Microsoft's "Make What's Next," GE's "Unimpossible Missions," Slack's humorous video ads). Ideal for inspiration and benchmarking.
- benchmarking.

For the latest on AI and Marketing

[TripleDart's Guide to AI in B2B Marketing](#)

This 2025 guide is one of the most comprehensive overviews available. It covers:

- **AI's role in lead scoring, segmentation, and campaign optimization**
- Real-world examples from Freightify and Happysales showing how AI scaled content and improved conversion rates
- Tools like **HubSpot CRM**, **SalesLoft Drift**, and **Adobe Marketo** for hyper-personalized interactions
- Use cases like **programmatic SEO**, **customer journey mapping**, and **content repurposing across channels**

It's especially strong on how AI can enhance **persona precision**, **ICP targeting**, and **real-time engagement** — all things you've been refining in your own workflows.

Bonus Reads for Broader Context

- [Delve AI's Use Case Library](#): Explores how AI supports persona creation, segmentation, and predictive analytics.
- [Warmly.ai's 2025 Playbook](#): Focuses on AI-powered outreach orchestration, chatbots, and website personalization — ideal for scaling partner engagement and inbound conversion.
- [Realm B2B's Industry Report](#): Offers survey data and interviews with senior marketers on AI adoption, challenges, and future-forward strategies.

Good Marketing,

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