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Top 7 Industrial Marketing Trends to Watch in 2024



The Communications Group's Annual Industrial Marketing Trends Report predicts the top seven marketing trends in the B2B industry for 2024.

LITTLE ROCK, Ark. (December 7, 2023) - Industrial and B2B marketing leaders can find helpful guidance for planning 2024 communications efforts in [The Communications Group](#) (ComGroup)'s second annual industrial marketing trends [report](#). The report, created by Arkansas's premier public relations and marketing firm specializing in the B2B manufacturing sector, highlights what the firm identifies as the leading marketing trends that will have the greatest impact on the success of 2024 industrial B2B marketing efforts.

The Communications Group's 2024 Industrial Marketing Trends [report](#) is based on annual research, observations and the firm's more than three decades of experience working with a variety of [B2B and industrial clients](#), including small family businesses to global market leaders. The report gives B2B and industrial industry leaders insight into the current marketing landscape to help inform their marketing decisions for the coming year. Industrial Specialist and Agency Founder [Dane Cowling](#) says the report equips decision-makers with the tools they need to navigate the rapid evolution of technology and changes in consumer attitudes and behaviors.

"Consumer behavior changes as new technologies and communications methods advance," Cowling said. "That means leaders have to regularly evaluate and modify their communication methods to effectively target their intended audience. This report serves as a catalyst for starting and guiding conversations as organizations consider their marketing strategies for 2024."

The Communications Group's 2024 Industrial Marketing Trends [report](#) is available for download on ComGroup's [website](#). Visitors can apply the report's findings to their own marketing and communications strategies to determine where changes, amplification or improvement are needed. Other online resources offered by ComGroup are available for visitors to evaluate their current marketing and communications programs, including complimentary [website audit](#) or [content ideas](#).

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Editor's Note: Report author Dane Cowling is available for interviews to discuss the release of this report, its findings and impact on the industry, and how B2B and industrial businesses can effectively apply it to their marketing and communications programs. To connect with Public Relations Director Carson Horn to schedule an interview, email chorn@comgroup.com or call direct at 501-515-0849.

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About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at ComGroup.com.