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Top 8 Industrial Marketing Trends to Watch in 2023



Caption: The Communications Group's first Annual B2B Trends Report predicts the top eight marketing trends in the B2B industry for 2023.

LITTLE ROCK, Ark. (February 8, 2023) - [The Communications Group](#) (ComGroup), a full-service marketing and public relations firm specializing in [B2B marketing and industrial manufacturing](#), released its first-ever industrial marketing trends [report](#). This comes in addition to the agency's Ag Marketing Trends [report](#), which started in 2021. The report highlights what the firm identified as the leading marketing trends that will have the greatest impact on the success of industrial B2B marketing efforts in 2023.

[The Communications Group's 2023 Industrial Marketing Trends](#) report is based on research, observations made in recent months and the firm's 35 years of working with a variety of [B2B and industrial clients](#). 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 provides decision-makers with the tools they need to navigate changes in technology and customer attitudes and behaviors.

"It can be challenging to keep up with marketing trends and practices," Cowling said. "They change frequently as technology advances, which impacts customer behavior. Our report provides industrial and B2B marketing leaders with what they need to make informed decisions as they design or refine communications plans for 2023."

The Communications Group's 2023 Industrial Marketing Trends [report](#) is available for download on ComGroup's [website](#). 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 a complimentary [content ideas](#) or a [website audit](#).

The Communications Group's 2023 Industrial Marketing Trends report and information about a no-obligation consultation with ComGroup's experienced team of industrial marketing experts are available at ComGroup.com or on ComGroup's [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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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 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.