



10 PR and Communications Trends for 2024

Planning 12+ months into the future

4%



Only 4% of businesses measure impact more than six months ahead.

Planning and tracking 12 months or further is essential for B2B marketing success. Target professionals not yet in your usual target roles to build brand awareness, trust, and recall.

Source

Support from AI

51%



51% of B2B marketers use AI to inspire them.

Although AI shouldn't be relied on when generating original or data-led content, it can be used as a support tool for brainstorming new topics or gathering high-level knowledge.

Source

Industry collaboration

56%



56% of B2B marketers said partner marketing programmes offered value in the last year.

Partnerships with companies in linked, non-competing sectors can broaden brand awareness and reach potential future customers. Consider co-commissioning reports or data sharing.

Source

Focusing on earned coverage

57%



57% of earned media campaigns drove large sales gains.

A top 2024 trend is publishing thought leadership, original opinion pieces or data findings, and having experts available for media comments to build trust and confidence from your customers.

Source

Strong sustainability messages

63%



63% of adults believe that many brands invest in sustainability only for commercial reasons.

By understanding the needs and expectations of stakeholders you can tailor your messages to answer their questions and address their challenges.

Source

Voices of Industry

71%



71% of B2B marketers use long-form articles.

But it's not just the CEO or CFO who should be promoting their expertise; gathering experts in each department offers a wider reach and showcases your company's expertise.

Source

Rising B2B influencers

75%



75% of B2B businesses are already using industry influencers.

Engage with people within your customer's sectors who are appearing regularly in industry publications, post engaging and relevant content and are actively discussing consumer problems.

Source

Focusing on relationship campaigns

77%



77% of consumers claim to have no relationship with brands.

Implement communication strategies that appeal to the buyer on a personal level as well as a professional one and find ways to strengthen emotional and rational connections.

Source

Events are back!

87%



87% of organisers plan to maintain or increase the number of in-person events in 2024.

The pandemic introduced a world of virtual events, now in-person events are making a welcome comeback. A mix of both will help you extend your brand's reach.

Source

Embracing new media platforms

500%



On LinkedIn, video content received **500% more engagement** than other formats.

Explainer videos, whether on your project or an industry issue, are an excellent way to showcase your experts, humanise your brand, and build trust.

Source

Get in touch with one of our strategic experts

If you'd like our support incorporating any of these top tips into your plans for the year ahead, we'd love to hear from you.