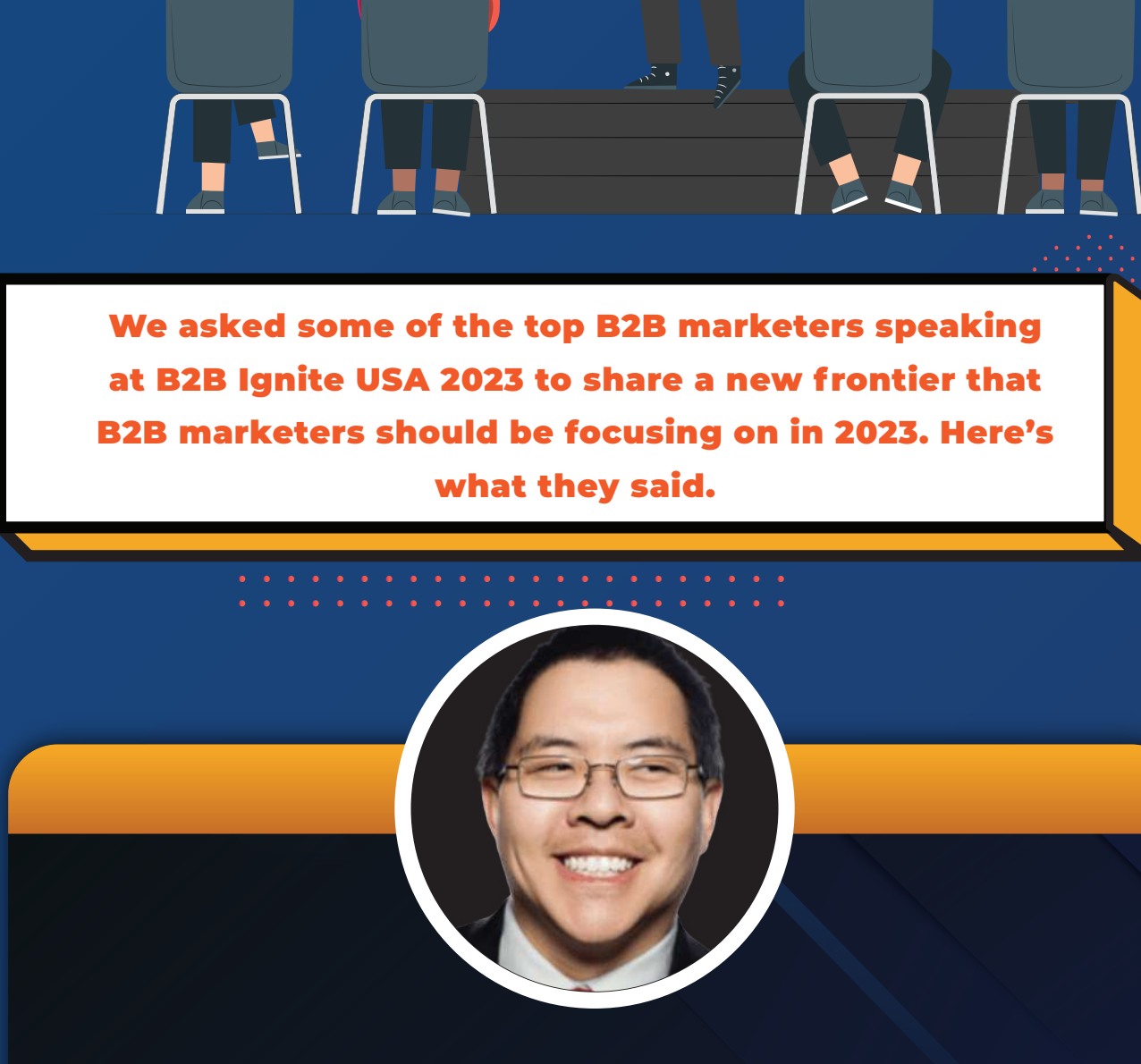


## 19 Top New Frontiers For B2B Marketers in 2023



We asked some of the top B2B marketers speaking at B2B Ignite USA 2023 to share a new frontier that B2B marketers should be focusing on in 2023. Here's what they said.



**Christopher S. Penn**  
Chief Data Scientist  
Trust Insights, Inc.

"Generative artificial intelligence, such as what's used in systems like OpenAI's GPT-4 and ChatGPT technology, and what will be coming to tools like Microsoft Office in the very near future. Marketers skilled at AI will surpass marketers unskilled at AI."



**Pam Didner**  
B2B and Tech Marketing Consultant, Author, Speaker

"Learn how to prompt ChatGPT for your job. Then, use your expertise to determine which suggestions work by testing them out."



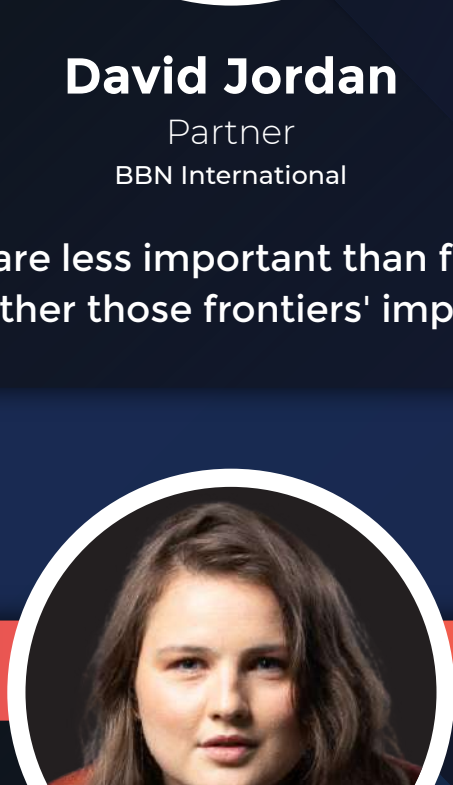
**Karen McFarlane**  
Chief Marketing Officer  
LetterShop x KMC

"Pioneering B2B marketers build and support holistic, inclusive marketing strategies that reflect diverse audiences, promote equitable practices, and authentically incorporate DEIB throughout the customer journey."



**Dan Swift**  
CEO  
Empire Selling

"Buyers deserve incredible experiences that traditional corporate approaches can no longer deliver. The Future of Business is The Connected Enterprise."



**Sameer Datta**  
CEO and Co-Founder  
OnDot Media

"2023 needs to be the year in which marketers need to refocus on basics and align programs and efforts to drive ROI. The days of vanity metrics have passed."



**Joel Harrison**  
Editor-in-Chief  
B2B Marketing

"Things like AI, rapidly shifting buyer behavior and expectations, new paradigms in content marketing, revenue operations and greater sales/marketing integration."



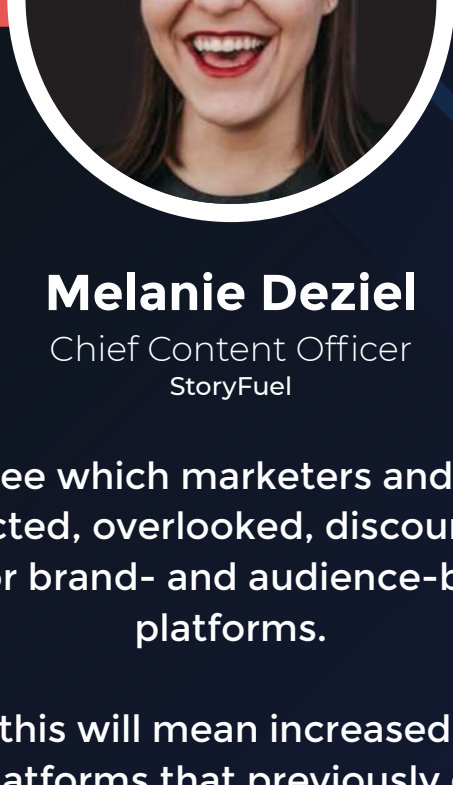
**Alison Frederick**  
Director of Demand Generation & Advertising  
Workiva

"It's all about ABX, Account Based Experiences. A strong marketing campaign identifies buying committees who are actively showing high-intent. Pair that with a killer content strategy and you'll turn browsers into buyers."



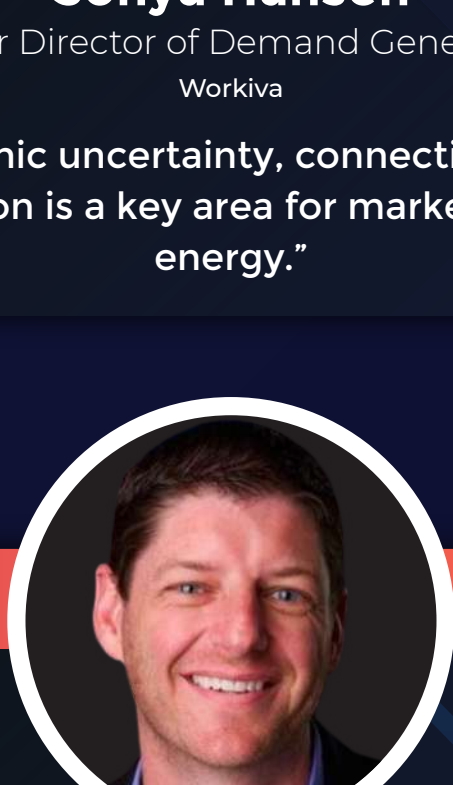
**David Jordan**  
Partner  
BBN International

"New frontiers are less important than focusing on your audience and whether those frontiers' impact their behavior."



**Anna Johannes**  
Strategist, Inclusive Design  
Interbrand

"People will always be at the center of marketing no matter if it's B2C or B2B, the new frontier is making sure that the people that we ultimately serve are being heard and represented equally."



**Zontee Hou**  
President  
Media Volery

"As AI becomes more accessible, the opportunities for data-driven personalization are apparent. B2B marketers must get their data houses in order or risk falling behind."



**Ruth Stevens**  
President  
eMarketing Strategy

"B2B events are back, and marketers must jump back in. Revise your strategies to suit the new normal. And don't forget peer-to-peer events, where your brand can really shine."



**Karen Cooper**  
Director, Marketing - Content Experience  
Wolters Kluwer

"We should take inspiration from out-of-industry innovations and consumer journeys. What insights can we glean from construction that can apply to healthcare, for example?"



**Lee Odden**  
CEO and Co-Founder  
TopRank Marketing

"The rush to AI means we'll be flush with artificial content and amongst all that machine generated mediocrity, the craft of human generated storytelling will rise."



**Phil Clement**  
Chief Marketing Officer  
Johnson Controls

"The more things change the more they stay the same, driving to purpose and value is always a frontier and with AI and brain-science we have a new set of tools to go there."



**Melanie Deziel**  
Chief Content Officer  
StoryFuel

"I'm excited to see which marketers and brands discover previously neglected, overlooked, discounted, and ignored opportunities for brand- and audience-building on other platforms. For many brands, this will mean increased investment in and attention on the platforms that previously got deprioritized in favor of Twitter and Facebook."



**Sonya Hansen**  
Senior Director of Demand Generation  
Workiva

"In times of economic uncertainty, connecting brand activation to demand creation is a key area for marketers to focus their energy."



**Paul Roetzer**  
Founder and CEO  
Marketing AI Institute

"Competition in the generative AI space is going to drive massive change within every industry. It's going to be (or at least feel) sudden, and continuous."



**Andy Crestodina**  
Chief Marketing Officer and Co-Founder  
Orbit Media Studios

"Use AI to boost your website conversion rate in two steps.  
1. Drop this prompt into ChatGP: "Why don't people like buying [service]?"  
2. Address those concerns on your B2B service pages."

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See these and other top B2B marketing leaders speak during B2B Ignite USA 2023 on May 23-24