



2023 Predictions for Martech, Salestech and Nexttech



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01 Introduction

2022 was another challenging year for marketers, as the world moved towards post-pandemic normality. Economic conditions have been challenging, and marketers face the prospect of further difficulties during 2023.

Despite some signs of adjustment, the market for marketing technology continues to grow, while marketers and sales teams are still investing in tech to improve customer experience and business growth.

Marketers and sales teams are planning to invest in more technology during 2023, with existing tech tools delivering ROI, and emerging technologies such as generative AI and Web3 offering new possibilities.

In this report, we've interviewed a wide range of sales and marketing experts for their views on the significant themes from 2022 across martech, salestech, and the emerging technologies that we group together under the nexttech banner. All have helped us predict some of the key trends for the year ahead.

Whatever challenges 2023 brings, this is an exciting industry to be a part of, and the LXA team will be sharing our insights with the community throughout the year ahead.



Carlos Doughty
CEO and Course Instructor,
LXA

02 Contributors

This report contains commentary from respondents interviewed by LXA. LXA would like to thank the following people for their contributions to this report:

- **Seth Godin**, Author, Speaker
- **Scott Brinker**, Editor, chiefmartec.com
- **Dr Christine Bailey**, Senior Director, Head of KYC marketing, Europe & Africa, Moody's Analytics
- **Frans Riemersma**, Founder and CEO, Martech Tribe
- **Liz Waugh**, Global Director of Sales Enablement, Crayon
- **Guy Kawasaki**, Author, Speaker
- **Tom Sargent**, Founder and CEO, Expensive JPEG
- **Robert Rose**, Chief Strategy Officer, TCAdvisory, co-host of This Old Marketing Podcast.
- **Joe Pulizzi**, Founder, The Tilt, co-host of This Old Marketing Podcast
- **Carlos Doughty**, CEO, Course Instructor, LXA
- **Sarah O'Neill**, Digital Content Producer, LXA
- **Laura Merten**, Martech Solutions Architect, Hogarth Worldwide (WPP)
- **Anand Thaker**, Exec GTM & Growth Investor Advisor, Martech Industry Insider
- **Stewart Conway**, Head of Digital & Sales Enablement, Columbia Threadneedle
- **Deon Pillay**, Head of Marketing Operations, Legal & General Investment Management (LGIM)

03 A year in review

Martech

The martech industry in 2022

The martech sector has grown despite the economic conditions during 2022, but companies have been forced to adapt. For many tech vendors, growth at any cost has been replaced with capital efficiency.

We've seen examples of reductions in headcount to streamline costs for example, and we've also seen fewer martech IPOs in 2022. Companies are now looking to resize, and to grow the right way, adapting to the current macroeconomic environment.

We've seen headcounts at Salesforce, Twitter, Meta, Amazon and Twilio drastically cut in recent months, and we're likely to see more of the same from other tech companies.

Carlos Doughty, CEO, Course Instructor, LXA

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Make no mistake, there is still plenty of efficient growth to be had, but commercial strategies need to be adapted.

The second half of 2022 saw more vendors pushing multi-year contracts with economic uncertainty and improving margins. Comfortable vendors will offer value-adds but will rarely discount heavily.

Anand Thaker, Exec GTM & Growth Investor Advisor, Martech Industry Insider

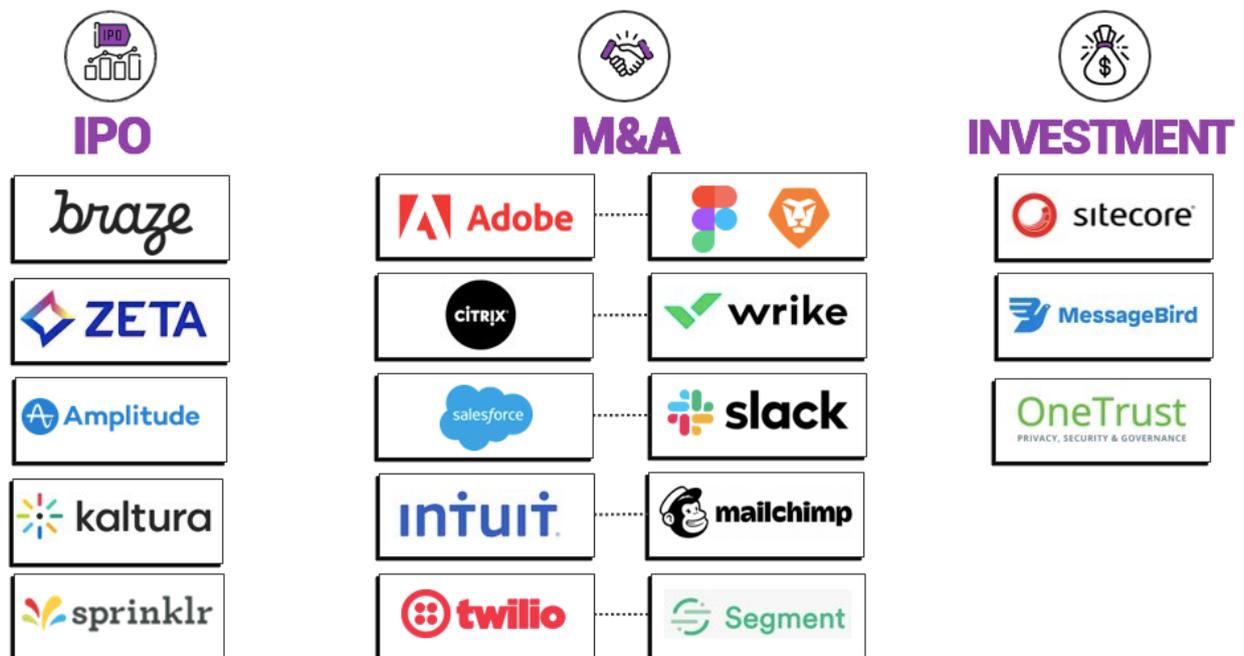
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After several years of strong growth in M&A activity, and investment in the industry, 2022 has been more subdued. LUMA's Q3 2022 report found that M&A activity had declined 20% year-on-year. (1)

Despite this, we've still seen some significant deals over the past 18 months, with the biggest including:

- Braze raised \$520m at a \$5.9bn valuation.(2)
- Zeta raised \$250m in June last year at a \$1.7bn valuation.(3)
- Amplitude launched its IPO in September at \$7.1bn valuation.(4)
- Sitecore received investments totalling \$1.2bn.(5)
- Adobe has been an active martech shopper, acquiring Figma for a cool \$20b and last year Workfront for \$1.5bn.(6)
- Intuit snapped up Mailchimp for \$12bn.(7)



In Salestech, we've seen a number of significant deals, with more than \$1bn invested into a handful of companies in the last two years, as well as some major M&A deals:

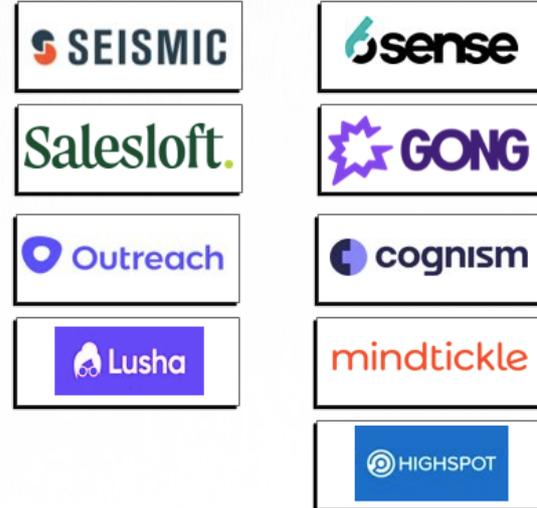
- Salesforce acquired Slack for \$27.7bn.(8) (Note we list as both a martech and salestech deal).
- ZoomInfo acquired sales intelligence tool Chorus.ai for \$575m.(9)
- Sales enablement platform Seismic received a \$170m investment and acquired Lessonly.(10)



M&A



INVESTMENT



Martech is far from out. Startups and companies aren't getting the investments they once did during sky-high valuations. I'm seeing a wide range, but some of the ones with headwinds are seeing 25% - 70% discounts on their valuations from the raise just a year or two ago.

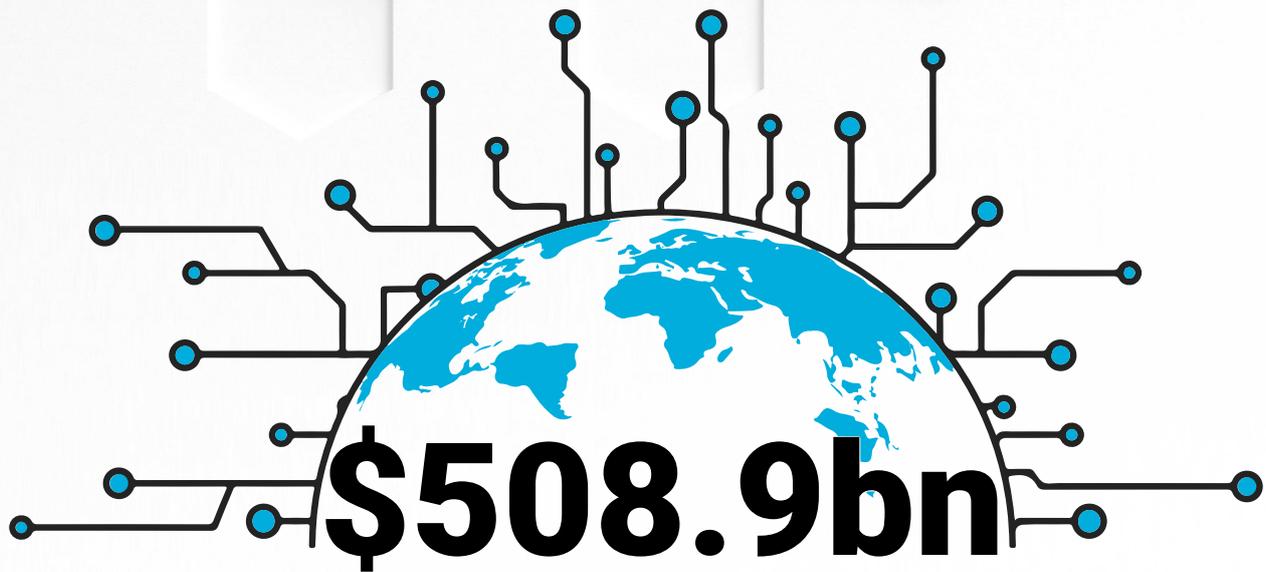


Anand Thaker, Exec GTM & Growth Investor Advisor, Martech Industry Insider



From research conducted for our State of Martech and State of Sales Enablement reports, we estimate that the global market for martech and salestech solutions was worth \$509.8bn in 2022.⁽¹¹⁾

The two are counted as one, as they are intrinsically connected, and salestech and martech tools frequently overlap. Many tools are used (and should be used) by both marketing and sales teams.



GLOBAL MARTECH & SALESTECH MARKET SIZE

Note: The approximation of market sizing has been calculated using WARC's ad spend data (Global: US\$880.9bn 2022) and LXA's survey response data on marketing budget spend split by percentage (across martech, staff, agency/services and media). The methodology assumes ad spend is a proxy for marketing communication spend, which combines media and agency costs. And that survey responses are typical globally. This reflects how modern marketing is changing and any discrepancies in how media and agency spend is attributed. The sizing has been independently substantiated against a series of methodologies and data points including martech company public revenues, market sizing of key martech categories, M&A martech activity and martech landscape growth.

Martech, Salestech & Adtech M&A will accelerate on last year. With the shake-up in the tech markets and a need to adjust from growth at any cost to finding a path to profitability, some will struggle. And in turn, look for an acquisition from one of the majors.



I also anticipate significant movement in the salestech space. One of the major sales enablement platforms will be acquired or merged with a leading B2B marketing cloud or ABM platform in a move to recategorise as a growth or revenue platform to better align marketing and sales efforts and think full funnel.

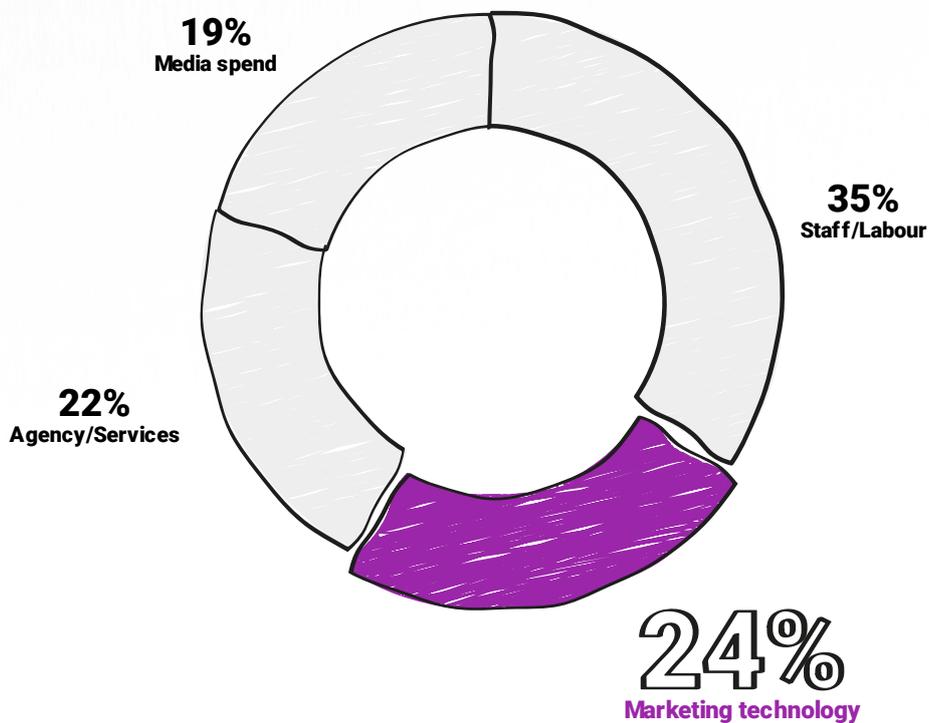
Carlos Doughty, CEO, Course Instructor, LXA



Budgets show confidence in martech

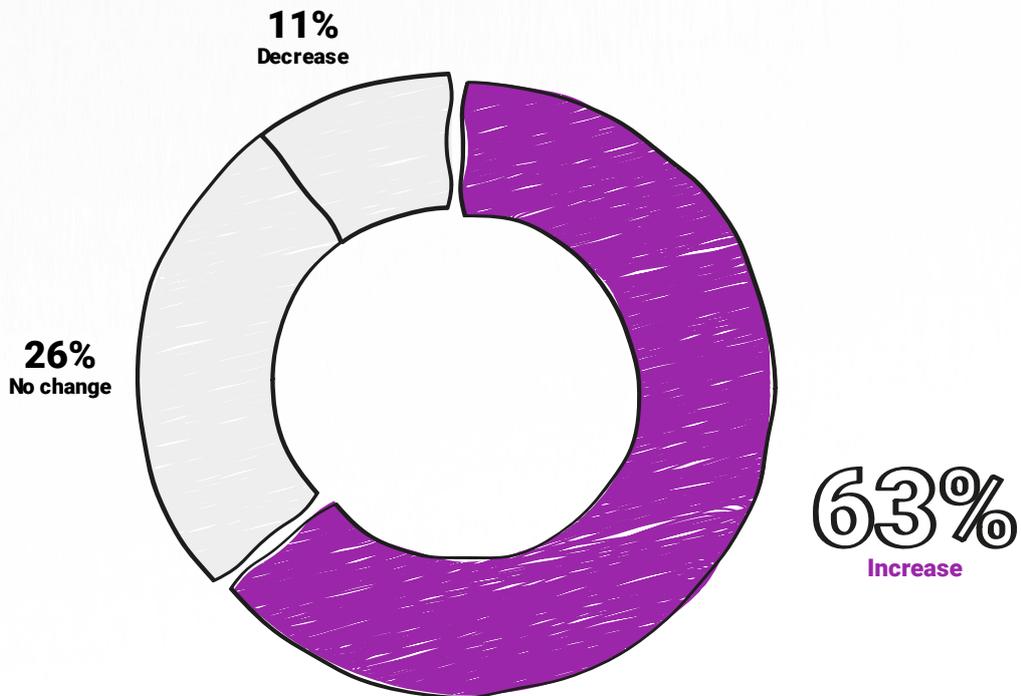
The importance of martech is reflected by the proportion of marketing budgets which is now devoted to it. Research for our State of Martech 2022/2023 report found that almost a quarter of marketing budgets are devoted to martech, an increase from the same survey in 2021.⁽¹¹⁾

What percentage of your organisation's / your typical client's overall marketing budget is typically spent on:



This confidence in technology is also reflected in planning for 2023. More than 63% of CMOs expect that their marketing technology budgets will increase in the next 12 months, an increase from 61% in 2021.

How do you expect your organisation's / your typical client's marketing technology budget to change over the next 12 months?



The challenge of tech integration

Integration was identified as the number one barrier to martech investment and usage in LXA's State of Martech report.⁽¹¹⁾

One reason for this is the sheer volume of martech solutions available. Most companies already possess plenty of martech tools at the point where they acquire new ones.

As marketers look to fill gaps in their marketing stacks and add more capabilities, the problem of integration continues.

Integration is getting better in the martech ecosystem, but it's still a massive field. Also, integration isn't simply a yes/no proposition. Integrations are a wide spectrum of possibilities.

I do think the move towards aggregation, instead of a false obsession with consolidation, is the long-term solution to this challenge.



Scott Brinker, Editor, chiefmartec.com



Many tech vendors are looking to address this issue by developing tech solutions with integration in mind, designing them to work with commonly used tech.

In addition, while integration may be possible, there are different levels of integration. Scott Brinker talks of shallow versus deeper integrations. For example, data may flow in one direction between apps, but not the other.⁽¹²⁾

Martech vendors still have room for improvement in terms of integration. However, the extra investment can pay dividends - reducing user effort, creating better alignment, and ultimately ensuring customers experience maximum value.

Battle for talent

A key theme this year has been the battle for martech and salestech talent. Companies continue to find it hard to recruit people with the necessary skills and knowledge around technology. This can hold companies back as they look to drive ROI from martech investment.

It's tougher than ever to find great talent in martech and marketing operations. There is just a complete imbalance between supply and demand.

Laura Merten, Martech Solutions Architect, Hogarth Worldwide (WPP)



Technology is vital for marketers to be able to provide the kind of relevant and engaging omnichannel experiences that today's customers are demanding. Companies need more people with the skills and knowledge in the use of technology.

Some are turning to agencies to fill these skills gaps. With a preference for in-house expressed by our respondents, the long-term solution is to invest in training teams and giving them the skills they need.

In this tougher market companies will invest in reskilling and upskilling the team they have to advance their capabilities and ultimately their output. As well as ensuring they can maximise the return from their marketing and sales stack through better usage, and embrace new and disruptive tech.

Carlos Doughty, CEO, Course Instructor, LXA



Salestech

Managing complex customer journeys

The adoption of sales enablement and sales technology is being driven partly by the increasing complexity of the customer buyer journey. 65% of respondents to our State of Sales Enablement 2022/2023 report agreed that journeys have become more complex, and that new ways of selling are required to survive and thrive.⁽¹³⁾

More complex journeys mean that sellers have less opportunity to directly influence customers, who present themselves further down the buying journey with more advanced knowledge than ever before.

With an average of 9.2 sales interactions before a deal is closed, buyers are taking time to inform themselves about products, and sales teams must be more advanced in their understanding of the market, their product, client pain points and industry competitors.

Only the buyer can dictate when they are ready to move forward through the journey, so sales teams need to have access to the content and information that customers need to make informed decisions at exactly the right time. They need to provide the right content, at the right time, to support their client through that journey.

The way you engage with customers has changed. Customers want to be challenged, and they're also keen to learn from you as a supplier. You need to be seen as an expert - they want facts and credibility and expect you to know about them before you even pick up the phone. The planning, investigation and discovery that you do as a seller is probably one of the most important aspects of any customer engagement. The competitive landscape is so broad now that it's complex for potential customers to know which business to choose. When a supplier is able to stand out, provide facts, and show the impact they've already made with other customers, it's a lot more compelling.



Liz Waugh, Global Director of Sales Enablement, Crayon



Growing alignment between sales and marketing

Collaboration between marketing and sales is vital for overall business success. Research for our State of Sales Enablement 2022/2023 report found a trend towards greater alignment.⁽¹³⁾

There have always been department silos, but sales enablement has the power to be a catalyst for breaking down those silos and bringing departments together.

Alignment between marketing and sales, with common goals, shared process and a more complete view of the customer journey, is more likely to produce results.

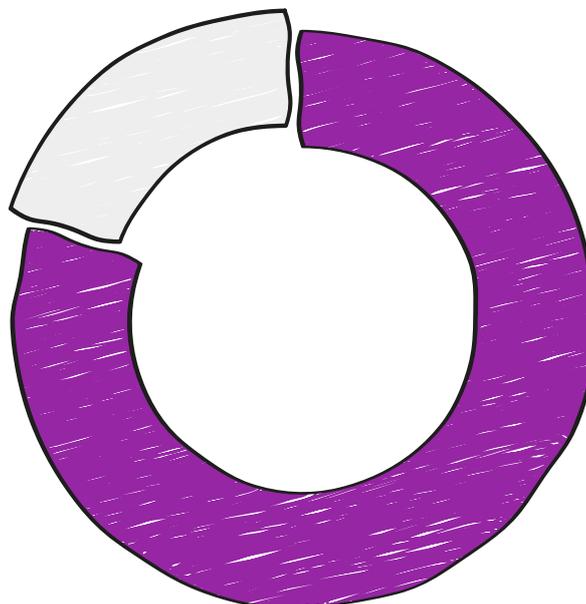
With 80% of respondents reporting that sales and marketing is either fully or somewhat aligned, the results are promising.

Sales and marketing alignment is not a new phenomenon. It's something that organisations have been looking to deliver for many years, with varying levels of success. What's different now is that the issue can be addressed through technology which allows teams to unify data, share assets and insights.

For example, marketers wouldn't know which messaging is used by salespeople, or the content that resonates with prospects.

Now marketers can see data on usage and consumption, and assess which content is most effective, while sales teams can access content to use at each stage of the buyer journey. Such alignment and collaboration can have a powerful business impact.

How would you describe the alignment of marketing and sales in your organisation?



80%
Fully aligned/
Somewhat aligned

We have a 50/50 split (between sales and marketing). It's a definite partnership. While both teams have a common purpose in developing client relationships, the engagement models will differ and so information needs and development priorities will vary. Working together to remain client-focused makes sense.



Stewart Conway, Head of Digital & Sales Enablement, Columbia Threadneedle



NextTech

Brands adopting the metaverse

While we may still be in the early adopter stages of the metaverse, 2022 showed us that brands are keen to become involved.

We've seen some major brands making metaverse-related moves. Nike launched Nikeland, a branded virtual interactive space on Roblox. This was a blend of sales, marketing and gaming, a virtual showroom where people could dress avatars in Nike apparel.

Other brands, including Coca-Cola, BMW, Prada, Adidas and Gucci have also been experimenting in this area. Agencies too, have been preparing for the growth of the metaverse by building their capabilities. For example, WPP created the Metaverse Foundry to help brands design metaverse experiences.⁽¹⁴⁾

That's a good indication that brands have a strong belief that the marketing efforts they're making this year are going to produce a return on investment in the years to come.

Tom Sargent, Founder and CEO, Expensive JPEG



The metaverse is yet to become widely adopted, though investments from Meta, Apple, Microsoft and other tech firms suggest there is a lot of confidence in its potential.

For marketers, it offers new ways of reaching and interacting with customers.

The biggest thing is that it's an entirely new medium of interacting with customers and users. It's been a very flat interaction for the last 15 years, literally on flat screens, scrolling feeds and things like that. There's not been very much immersion. So the metaverse offers a lot of opportunities for direct interaction with consumers.

Also, from a business model point of view, there's this sense of ownership that comes with the blockchain, where people can own digital assets. The amount of assets and tokens that you own gives you the ability to vote on change in a company or affect the way a company is, which is quite exciting. It makes it much more of a community and a two-way conversation with a brand than it is now.

Tom Sargent, Founder and CEO, Expensive JPEG



With 53% of marketers investing in metaverse-related tech in 2023, it suggests that marketers are excited about the opportunities it presents.⁽¹¹⁾

However, some sound a more cautious note. It's possible that economic conditions cause budgets to be directed away from experimental areas like this, while some think it's too early to get too excited about the metaverse:

It's not that there isn't innovation happening there and that it doesn't have a very bright future. When you look at the evolution of VR and AR, it's getting better and better every year. And we know there's going to be a tremendous amount of innovation in these spaces ahead. It's just we're not there quite yet.



Scott Brinker, Editor, chiefmartec.com



For 2023, it's likely that the metaverse will remain one for the future.

It is quite experimental. We're definitely in the early stages. A lot of people compare it to when social media really kicked off. We're not in the Facebook, Instagram and Tiktok era of the metaverse. We're very much in the MySpace and Bebo era.



It has the most room for experimentation. We're seeing huge varieties in the platforms that are being developed and the way that they're operated. Systems are built on their primary purpose, whether that's events and experiences or gaming, or collecting items or selling in the marketplace. So there's a big variety of platforms that are being developed. No one stands out amongst the others at the moment.

Tom Sargent, Founder and CEO, Expensive JPEG



04 Trends and predictions

Martech in 2023

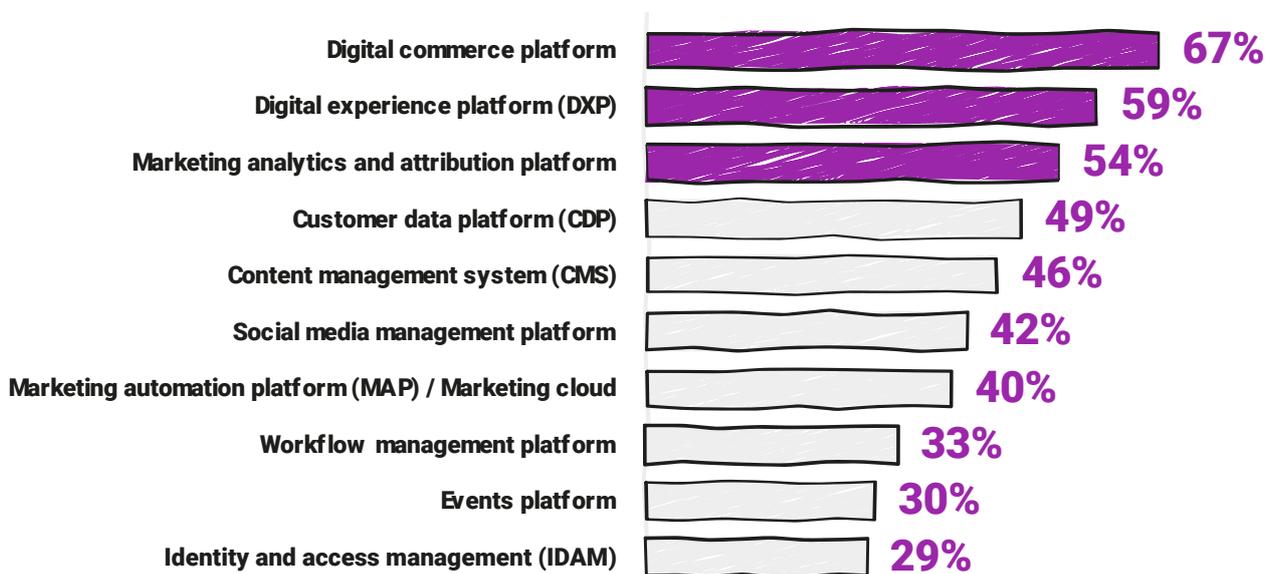
Where are CMOs placing their budgets in 2023?

Research for the State of Martech showed that CMOs are planning to add an average of six major martech tools in the past 12 months.

It's likely that at least some of these additions are replacements for outdated martech, not simply the addition of brand-new capabilities to the marketing stack.

In 2023, marketers are adding digital commerce platforms, DXPs, Marketing Analytics platforms, CDPs and more.

Which major martech tools does your organisation / your typical client plan to add to the marketing stack in the next 12 months?



The need to improve the customer experience is a key factor in many of these purchase decisions. Delivering a richer CX is more important than ever, and marketing technology is central to improving this experience.

59% of CMOs are adding or upgrading a digital experience platform (DXP), which helps them to provide optimised experiences across multiple channels, identity and access management tools (IDAM) which are used to provide a more seamless experience for users.

CDPs also play a key role in providing excellent customer experience, helping organisations to capture customer attributes and interactions across channels, and to develop a single customer view.

Using this single customer view, marketers can provide integrated and contextualised communications to send the right message at the right time to the right person.

I firmly believe that CX is going to take a huge leap forward in 2023. While there was lots of excitement and investment during the pandemic, the elements of DX/CX will be separated, removing the extraneous fluff and double-down investment in the next-generation essential experiences. The essential ones will have richer engagement and time-saving / informative elements.



Anand Thaker, Exec GTM & Growth Investor Advisor, Martech Industry Insider



Rise of no-code marketing makers

No code/Low code is one of the emerging and disruptive technologies currently being used by marketers with 56% of respondents to our State of Martech report planning to use it to drive marketing strategy next year.⁽¹¹⁾

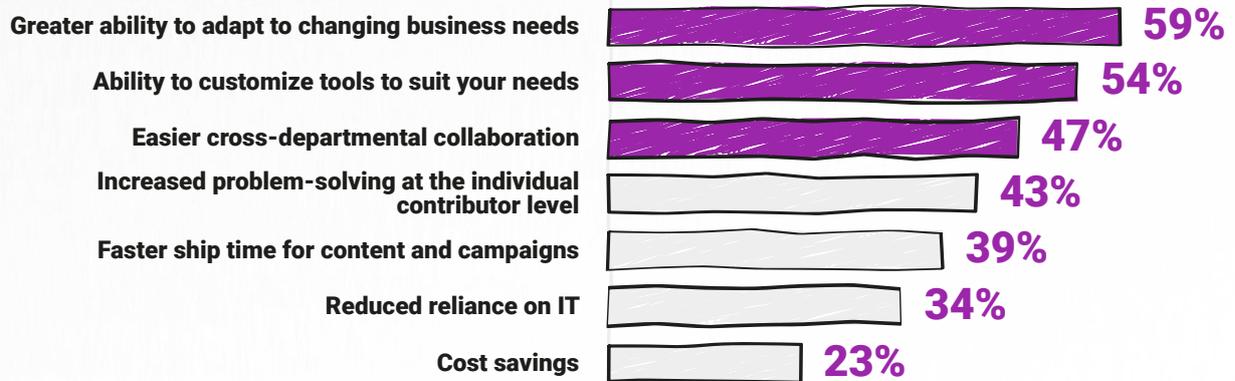
No code/low code refers less to specific pieces of technology, and more to a capability which exists across different types of martech solutions, which makes it easier for non-technical people to create digital solutions.

It can turn marketers into marketing makers, empowered business users who create new or change existing business applications without the need to involve IT colleagues.

Low code tools have existed for some time, but the increased development of such capabilities is becoming more commonplace.

There are several benefits to no code/low code, including a reduced reliance on IT, and the ability they provide for marketers to solve creative problems themselves: to become marketing makers.⁽¹⁵⁾

The benefits marketing teams experience from using no code tools



People are embracing these (no code / low code) tools because of the greater ability to adapt to changing business needs, the ability to customise tools in their martech stacks, and to facilitate easier cross-departmental collaboration.



There's so much opportunity for us to leverage new tools to harness this creator energy inside our companies. Half of modern tech stacks have some degree of customisation and this is something that the no code phenomenon is empowering.

Scott Brinker, Editor, chiefmartec.com

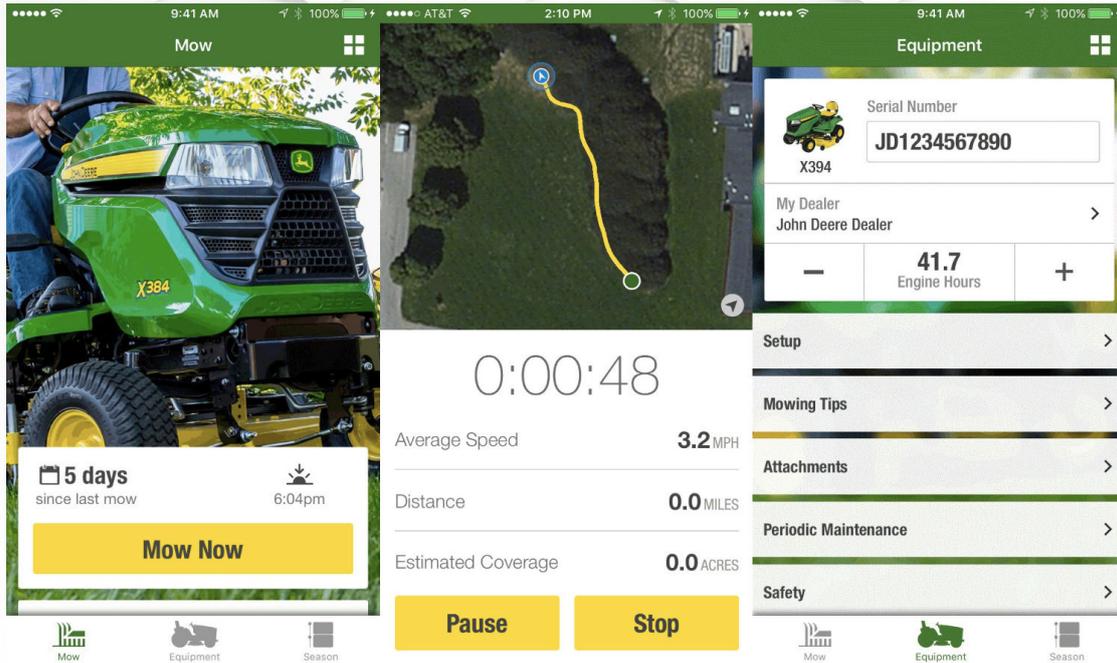


The second wave of digital transformation

With technology playing an increasingly important role in the customer journey, organisations have been accelerating digital transformation.

What we're beginning to see already, and something which will continue into 2023 and beyond, is what Frans Riermersma calls the second wave of digital transformation, or digital transformation 2.0.

And this is where companies are becoming software. They aren't simply paying for martech subscriptions, they're creating software themselves.



Frans cites the example of John Deere, which is primarily known for tractors (see image). Now, by using IoT apps, the growth of crops can be tracked. This and other agricultural data can be benchmarked, uploaded and shared with other farmers around the world who login and pay a subscription.

Suddenly, John Deere is a data and technology company. And that's digital transformation 2.0. We see in our client base in the market that non-martech companies are buying martech. Not just a licence - they buy the company.



For example, MasterCard bought Dynamic Yield, a personalisation tool, to integrate it into their own ecosystem.

Frans Riemersma, Founder and CEO, Martech Tribe



Email marketing

Email marketing may be nothing new, but it still offers plenty of potential for driving engagement and delivering excellent experiences. It's also a medium that marketers can control.

As Joe Pulizzi argues, it's also the best alternative to a reliance on social platforms to distribute content and acquire subscribers.

Many brands still tend to use email as a purely promotional tool to push products, rather than looking to drive a deeper relationship with customers.

Email is still the best thing around. However, most marketers we deal with are still using email as a spamming mechanism to move the right people into their marketing automation platforms.

Joe Pulizzi, Founder, The Tilt and co-host of This Old Marketing Podcast



While this can be effective for many brands, Joe believes there's an opportunity to do much more through the creation of more engaging branded newsletters.

I really believe that in 2023 you're going to see a massive move into branded newsletters. People are going to stop accepting 5% or 10% as a good open rate. Instead, they'll be looking for 30% or 40%. Brands need to create amazing experiences through email, and leveraging social outlets.

With Morning Brew, The Hustle and more, there are lots of amazing examples of what you can do with a branded newsletter instead of just wasting your budget on product promotions. I think we'll see big moves in this area with larger brands doing amazing newsletters or purchasing them if they can't do it themselves. -



Joe Pulizzi, Founder, The Tilt and co-host of This Old Marketing Podcast



2023 will be the year of 'learn and earn' marketing

In 2022 we experienced a continuation of post-covid trends, including the rise of intent data, paid social, and anything that improved our knowledge of customer journeys and the performance of digital content.

In her book *Customer Insight Strategies*, Christine Bailey identified four 'game-changers' for customer acquisition which really came into force in 2022:

- Behaviour-based marketing and intent-based analytics
- Next best action
- Biometrics
- SEO

According to Christine, 2023 will be the year of 'learn and earn' marketing:

As marketers face the constant challenge of not drowning in the vast amount of data available to them, the people who are able to create valuable insights and stories - 'data storytellers' - will be in the highest demand. We'll also see the continuing death of 'spray and pray' marketing. We have to remember that only 3-5% of prospective customers are buying at any given time.



Dr Christine Bailey, Senior Director, Head of KYC marketing, Europe & Africa, Moody's Analytics



This move towards 'learn and earn' will require the martech tools to gain insights into customer behaviour and to create personalised experiences, as Christine Bailey continues:

Tools such as intent-based analytics, next-based action, and even generative AI, are all great resources for creating engaging stories and driving prospective customers down the funnel, so when they are in a position to buy, our brand can be front of mind.



These tools for personalised experiences and customer journeys will be increasingly valuable as the economic situation means marketing budgets will be constrained, placing greater pressure on ROI. We'll see more marketers adopt a long-term nurturing approach, supported by the right technology for lead scoring.

Dr Christine Bailey, Senior Director, Head of KYC marketing, Europe & Africa, Moody's Analytics



Will we witness the death of Twitter?

Since Elon Musk acquired Twitter for a massive \$44bn in 2022, things have been interesting to say the least. Musk's first few months have seen many Twitter employees leaving the company, not all of them voluntarily.

With Musk's Twitter taking a new approach to moderation, advertisers have voiced concerns about the content their ads will be sharing screen space with. Some ad agencies have warned clients about the risks of running ads on the platform.⁽¹⁶⁾

Robert Rose thinks that Twitter is likely to look very different next year if it exists at all:

I think Twitter either dies on the vine or is fundamentally rebooted in some way that does not involve Elon Musk next year. I think fundamentally all social media will change, in good and bad ways.

Robert Rose, Chief Strategy Officer, TCAdvisory, co-host of This Old Marketing Podcast



Whether Twitter continues to exist or not, the wider point here is the danger for marketers of relying on third-party platforms. We've seen the risks in the past, with the decline of Facebook organic reach. Marketers need to be careful not to rely too heavily on social platforms.

Joe Pulizzi feels that marketers need to ensure that strategy isn't too dependent on third-party platforms over which they have little control.

In 2022 many social platforms have failed to deliver the value that marketers have expected. I always give the same advice to marketers: plan so that strategy does not depend on these platforms in any way, shape or form. If you are dependent on Twitter, TikTok or wherever to deliver email subscribers, you've got a big problem. You've got to switch that strategy.



Joe Pulizzi, Founder, The Tilt and co-host of This Old Marketing Podcast



The year of first-party data

With the use of third-party data under threat from various directions, including legislation such as GDPR, and major browsers phasing out third-party cookies, a focus on first-party data will become even more important.

2023 is going to be the year of first-party data that is willingly and trustingly given, and every brand is going to be trying to figure out how to harness that. I don't think data clean rooms are going to last, so every brand will need a strategy for first-party data acquisition and management.



The importance of customer trust affects all kinds of marketing, but this will be a theme next year for most marketing data.

Robert Rose, Chief Strategy Officer, TCAdvisory, co-host of This Old Marketing Podcast



As Robert points out, trust is a very important part of the process. Customers need to trust that brands protect their privacy and manage data responsibly, while marketers need to provide a value exchange.⁽¹⁷⁾

First-party data should be used to provide relevant, convenient, and generally excellent customer experiences which reward customers for sharing data.

Salestech

Greater use of AI in the sales enablement process

Many sales technology solutions are already using AI, with natural language processing being the most common. In 2023 and beyond, we'll see greater adoption of tools using AI to better recommend content and actions and predict the next actions of buyers.⁽¹⁸⁾

AI can help with the automation of tasks, removing mundane or tedious workloads from your team. This removes time restraints and room for human error. It will also speed up communication inside your organisation, making it smoother.

LXA's State of Sales Enablement 2022/2023 found that sales leaders were planning to invest in two emerging sales enablement technologies over the next 12 months.⁽¹³⁾

Tech tools using AI are high on the shopping lists of CSOs, CGOs and CROs, thanks to its potential to automate workflows and improve customer experience.

54% will be investing in AI-enabled meeting scheduling, which helps salespeople to optimise busy schedules and find gaps for key meetings.

Conversational chatbots, which also use AI, are the choice for 47% of respondents. Chatbots are used to optimise the customer experience, enabling customers to have queries answered quickly.

Which of the following emerging sales enablement technologies will you be investing in over the next 12 months?	
AI enabled meeting scheduling	54%
Conversational intelligence chatbot selling	47%
Hyper automation sales workflows	41%
AI/ML enabled forecasting	36%
Personalised video selling	29%
Selling in the metaverse	24%
AI/ML guided sales coaching	17%
Generative AI sales content	11%
Our organisation doesn't measure it	2%

With the increased regulatory burden in 2023, I see companies spending more on AI compliance solutions, interactive content tools and workflow planning/orchestration solutions. Along with increased spend on upskilling staff, specifically in the digital marketing space.



Deon Pillay, Head of Marketing Operations, Legal & General Investment Management (LGIM)



Greater use of remote and hybrid sales teams

More than 75% of buyers actually prefer virtual interactions, while self-serve options and customers' access to vital information mean that remote selling has managed to go at breakneck speed, whilst providing high levels of convenience.

Lots of B2B businesses, such as logistics, pharma, and manufacturing, have adapted to a remote way of working. In the UK, 24% of people were working hybridly and 14% remotely in 2022.

However, sales managers have had a hard time monitoring their teams and keeping productivity high. But by introducing the use of sales tools such as CRMs and ERPs, managers can keep an eye on the most important performance metrics.

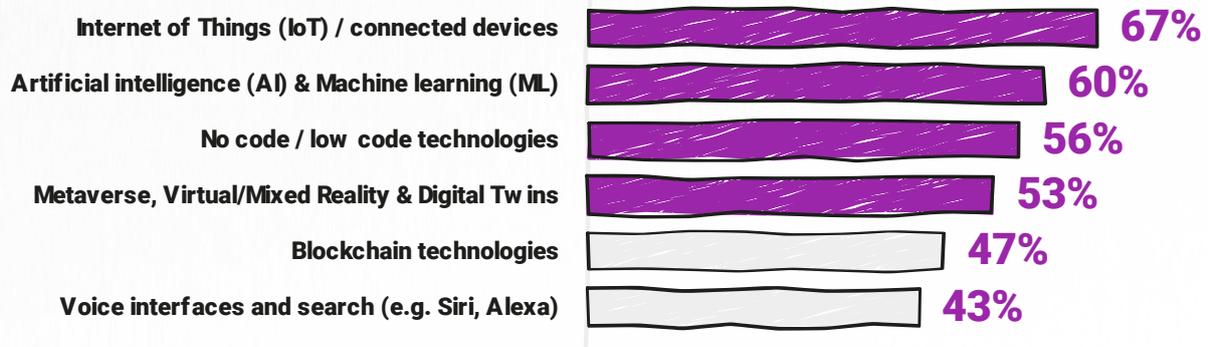
Management of sales workflows and leads has also been integrated into cloud platforms and mobile applications. This has improved and encouraged transparency within the teams and has developed a better remote working model. The innovation within management is helped by sales tech, with the manager's role evolving into somewhat of a sales coach instead.

NextTech

Emerging technologies for marketing investment

Marketers are investing in a wide range of new and emerging tech tools as they look to find new ways to improve the customer experience or experiment in new areas.

Which of the following emerging and disruptive technologies is your organisation / your typical client planning to use to drive the marketing strategy in the next 12 months?



67% of CMOs are planning to double down on the use of Internet of Things (IoT) technology in the next 12 months. IoT adoption has risen rapidly in recent years, and the number of global mobile IoT connections grew by 22% over the past year, while it is predicted that 4.3bn IoT devices will be connected worldwide by 2026. ⁽¹⁹⁾

IoT has a wide range of use cases across different sectors. In automotive, IoT can provide predictive maintenance, increase vehicle security, and allow easy software updates.

It can add a social element to gaming, and the use of VR and AR headsets adds an extra dimension through the use of motion control.

IoT has added gamification to fitness, through apps such as Strava for athletes and cyclists, while wearable trackers allow people to monitor fitness and measure performance.

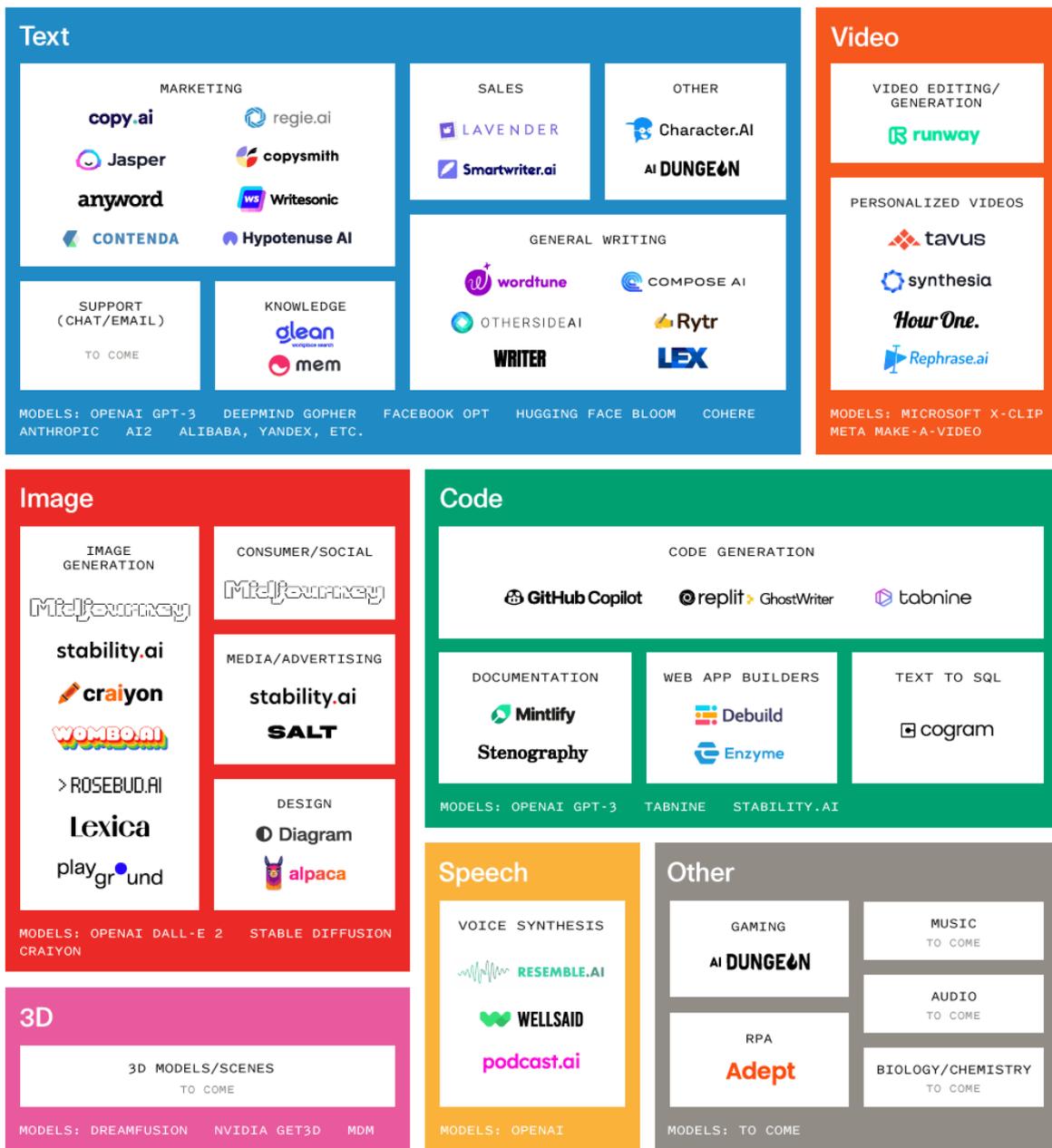
Generative AI

The use of AI is nothing new in marketing, but its uses have traditionally been in areas such as the analysis of data, identifying audience trends, and enabling segmentation.

Generative AI brings it into a new area. It offers the potential to create new content from scratch, whether this is text, images or video content.

The Generative AI landscape has grown rapidly, and now includes a number of apps capable of generating content for marketing purposes. Some of these tools are costly, but many are affordable for businesses of all sizes. ⁽²⁰⁾

The Generative AI Application Landscape



(Image credit: Sequoia via Twitter ⁽²⁰⁾)

These tools have the potential to generate content that improves search rankings, something which could shake up the practice of SEO. They can also generate landing pages and email templates. It's enough to make some content creators nervous.

Marketers may also need to be wary of some of the potential challenges as AI becomes more widely adopted. Generative AI could mean brands have increased volumes of content to monitor, looking out for inaccurate or defamatory content.

Video is another area where generative AI tools are emerging. For example, Synthesia allows users to generate video content simply by inputting a script.⁽²¹⁾

Scott Brinker sees generative AI as one of the key trends for marketers in 2023, and as a potential game-changer for marketing in the coming years.

We're just getting started around this, but when you get to a place where you can start feeding dynamically into content that is being generated for different audiences, we're going to be on an incredible journey of innovation for the next several years. Aaron Levie, the CEO of Box, said the best startup ideas tend to be found when there's a technology shift that enables customers to solve problems ten times faster, cheaper, or better. Cloud was one of those. Mobile was one of those, and AI is going to be one of those too.



Generative AI is the trend that has the most exponential disruptive possibility ahead. It has caught a lot of people by surprise about how quickly it has become impactful. I think it's going to be really hard to predict how generative AI is going to change marketing and the wider world but it's going to change it in some really big ways.

Scott Brinker, Editor, chiefmartec.com



Generative AI is not about "us-versus-them". Robots versus humans. Instead, the tech is already being used by creatives and teams to increase their production speed and content reach.



Currently, the quality of AI content is not up to scratch, but the nature of AI is that it learns with every input. So, as more talented creatives work with the tech, it will improve, and will produce quality content that aids in the output of work. This will leave human writers to focus on more in-depth creative, or opinion-focused work, which only people can provide. So, businesses need to continue to hold human-made content in high esteem and utilise the tools to make this work as efficient as possible.

Sarah O'Neill, Digital Content Producer, LXA



To help us with our predictions, we asked ChatGPT, a prototype AI chatbot developed by OpenAI.⁽²²⁾

We asked: *what is your number one marketing prediction for 2023?*

By 2023, predictive marketing will be the norm, with AI-driven insights powering personalization and automation initiatives that deliver hyper-targeted, contextualised experiences to customers. Brands will be able to predict customer behaviour in real-time and tailor experiences that result in more meaningful customer relationships, higher customer loyalty, and increased conversions.



ChatGPT

A screenshot of the OpenAI Playground interface. The interface is divided into a left sidebar and a main content area. The sidebar contains a 'Get started' section with instructions and a 'KEEP IN MIND' section with three bullet points. The main content area is titled 'Playground' and shows a text input field with the query 'what is your number 1 marketing prediction for 2023?'. Below the input field is the AI's response: 'By 2023, predictive marketing will be the norm, with AI-driven insights powering personalization and automation initiatives that deliver hyper-targeted, contextualized experiences to customers. Brands will be able to predict customer behavior in real-time and tailor experiences that result in more meaningful customer relationships, higher customer loyalty, and increased conversions.' The response text is highlighted in green. At the bottom of the main content area, there is a 'Submit' button and a 'Looking for ChatGPT? Try it now' link. The interface also includes navigation links like 'Overview', 'Documentation', 'Examples', and 'Playground' at the top.

There will be major investment in the AI space. 2023 will be the year of AI-driven innovation across marketing, sales and CX. AI has been baked into many powerful martech and saletech tools for some time but the advance in capabilities of AI-specific platforms is what should be watched.



The best example of how transformative this will be is OpenAI launching ChatGPT in November 2022 and adding a million users in five days.

Microsoft has also announced that AI will be used to power Bing from March 2023 which should shake up the search market. Another good example is the \$125m investment in Jasper AI in October 2022.

There will be a number of powerful new use cases. In turn there will be new features and companies in the space across generative AI content, AI powered voice, transcription and translation, hyper-personalisation, search and research, and AI workflow automation.

Carlos Doughty, CEO, Course Instructor, LXA



Will the metaverse be centralised or decentralised?

In 2023 and beyond, we'll see how the battle for control of the metaverse pans out. The moves from Meta, Microsoft, Apple and others are about taking a stake in the future of the metaverse, and ultimately being able to control and potentially monetise these platforms.

Set against this is a range of decentralised platforms, such as Sandbox, Decentraland, Somnium Space and Otherside. These are open-source platforms controlled by the users and developers, where assets are owned by individuals.

Tom Sargent sees the advantage here as being with the decentralised platforms, rather than the big budgets of Apple, Meta, Microsoft, et al.

The benefit of being on the decentralised side of the fence is that Google, Facebook and Microsoft are fighting amongst themselves on the other side of the fence. Meanwhile, the decentralised platforms are working towards the same goal.

There's also the advantage of agility for decentralised platforms.

Facebook (Meta) has been around for a long time and has an existing brand and an existing set of customers, which is a huge advantage. But they also have far more red tape and processes that they put in place themselves. Whereas on the decentralised side, they have freedom, agility and unlimited numbers of engineers.



Facebook may be able to hire lots of engineers, but the decentralised platforms have no cap because engineers are part of the product. They could have almost every single developer in the world working on it. There will be people that sit on both sides of the fence, working at Meta nine to five and then going home and working on another platform.

Tom Sargent, Founder and CEO, Expensive JPEG

Marketers need to keep up with Web3 and metaverse trends

While the metaverse may not become a key channel for most marketers in 2023, it has game-changing potential in the near future. This means marketers need to keep on top of developments in this space.

One of the most important things for anyone in marketing or sales to do in 2023 is to find a good source of information and education that you trust, and keep on top of what's happening with Web3. I think the biggest thing you can fail to do in 2023 is let all of this get away from you and then have to play catch up.



Read a little bit about it every day. Just have a couple of people that you follow on LinkedIn or Twitter that talk about it regularly. And keep yourself on top of it because it develops quickly. And it fails quickly as well. You need to know about what isn't working just as much as what is working. Make sure you keep abreast of all of this stuff.

Tom Sargent, Founder and CEO, Expensive JPEG



05 Timeless marketing lessons from the experts

Marketing trends come and go, and while it's important to keep up with new developments in technology and customer behaviour in order to remain relevant, we should never forget the basics of marketing - the lessons that stand the test of time.

During our recent series of AntiConLX DialUp sessions, LXA CEO Carlos Doughty has been asking marketing experts for their timeless marketing lessons...

Empathy is essential to good marketing

The ability to understand your prospective customer is the key timeless lesson from Guy Kawasaki.

The most important timeless marketing lesson is empathy. I think that empathy should govern all marketing and product development. How can you be a good marketer or innovator if you don't have empathy for your customer and prospective customer?

Guy Kawasaki, Author, Speaker



As Guy points out, there are several levels of empathy - the most basic being to imagine yourself in the shoes of your customer. However, he thinks marketers can go further.

The next level (of empathy) is to go and see. Rather than just remaining in your corporate headquarters, you go into the field. If you're a car manufacturer, go and see what it's like to drive your minivan, what it's like to get service at the dealer.



I would push it one more level, which is you go and be. Rather than watch your customers receive service at the dealer, you could actually

be a customer getting service at the dealer and I would think that as the highest form of empathy.”

Guy Kawasaki, Author, Speaker



Marketers need to earn permission

In a world where we're always online, Seth Godin believes marketers shouldn't forget one timeless lesson: the need to earn permission from customers.

In the last five years, the internet has become completely ubiquitous, meaning you cannot be anywhere at any time and not be in some sort of always-on connection.



The timeless notion is this - for the first time in human history, you can reach anybody who wants to be reached by you for free. That's never been true before. And you can do it over and over if they want to.

My book Permission Marketing, which is more than 20 years old, just basically said, if you can show up for people wanting to hear from you, you can do fine. And marketers can forget because they'd rather hustle at your home or get distracted by augmented reality, virtual reality. NFTs or the next thing, because it is a safer place than being on the hook to say 'well, but does anyone actually want to hear from me?' That's what we need to earn with each earned permission.

Seth Godin, Author, Speaker



The importance of planning

Robert Rose thinks that many marketers overlook the importance of planning for the year ahead.

I think marketing planning is one of the things that is timeless and it's something that I think we've forgotten as marketers in today's world.



I remember doing five-year marketing plans where I would look at the integrated marketing mix. And these days we're lucky if we have a five-hour marketing plan.

Robert Rose, Chief Strategy Officer, TCAdvisory, co-host of This Old Marketing Podcast



With teams having different focuses and requirements, the importance of getting together and discussing planning shouldn't be overlooked.

Marketers look at next year's campaigns and what often doesn't happen is rolling it up into one integrated marketing strategy and plan. I like the idea of everyone getting together in a room, or virtually, and talking about what each team is planning, and where they can feed off each other. In this way they produce better results."



Robert Rose, Chief Strategy Officer, TCAdvisory, co-host of This Old Marketing Podcast



By mapping out the things you are going to do in the coming year, such as your content calendar, people can see what's planned, and you can see how much bandwidth has already been allotted and are able to plan resources more effectively.

Michael Porter said that a great strategy is doing different activities, not doing the same activities more efficiently. Planning allows us to improvise and create the different things that we're going to do next year.



Robert Rose, Chief Strategy Officer, TCAdvisory, co-host of This Old Marketing Podcast



Focus on what matters

Marketers can be guilty of trying to do too much, rather than focusing on the few things that can really make a difference.

Strategy to me is about saying no to a lot of things, so you can say yes to the few things you want to focus on. Take the time now to do a content audit or whatever means you have to look at all the things happening within your department or organisation. Get together to discuss the things you can stop doing, and the things you really need to focus on as a marketing team.



Joe Pulizzi, Founder, The Tilt and co-host of This Old Marketing Podcast



To view the recordings of the interviews with Guy Kawasaki, Seth Godin, Robert Rose and Joe Pulizzi, please visit the LXA Learning hub.

06 Best of Twitter & LinkedIn

Marketers have been busy on social media recently with their predictions for 2023. We've picked out a few interesting takes...

Will more tech companies move away from remote work?

Elon Musk is famously averse to remote working practices and has alienated many Twitter employees by insisting they work from the office.

While Musk, may be an outlier but will remote work become the norm as was predicted around the time of the pandemic? Tom Goodwin has his view on this:

 **Bruce Daisley** (He/Him) · 1st
Workplace culture enthusiast, 2x Sunday Times Bestseller,
ex-Twitter VP
2d · 🌐

The idea that workers will produce more by travelling to the office for 4 days a week is a huge gamble. ...see more



Snap Reportedly Tells Staff to Be in Office 4 Days a Week by February
cnet.com · 2 min read

👍👎🗨️ 532 97 comments · 8 shares

Like Comment Share Send

 **Tom Goodwin** · 1st
Innovation Leader | Business Transformation Consultant |...

It was quite easy to predict all this. Companies were far far too quick to do boastful press releases about how people can work from home forever. Not saying it's a good or a bad idea but I'm saying the future will be a lot more like 2018 than 2020

Like · 🗨️👍👎 63 | Reply · 9 replies



Tom Goodwin • Following
Innovation Leader | Business Transformation Consultant...
1mo • 🔒

✓ Following ...

There are so many 2023 Trends decks out there, I'd be tempted to make one of "non trends", the stuff I see in 2023 trends decks that are largely a distraction to what matters.

- Distractions like these
- Edge Computing
 - Metaverse
 - Computer Brain Interfaces
 - Quantum Computing
 - Blockchain
 - 5G
 - 3D Printing
 - Web3
 - Virtual Influencers



Nathan Levi (He/Him) • 1st
CMO at Crowdcube
3w • 🔒

...



Nathan Levi • 2nd
CMO at Crowdcube
3w • 🔒

+ Follow ...

Going to stick my neck out and make some obligatory 2023 marketing predictions! 🤖

Going to stick my neck out and make some obligatory 2023 marketing predictions! 🤖

...see more



1. TikTok is forcing advertisers to abandon their carefully curated brand images. We're going to see many more brands try and drive virality by abandoning their brand codes to trade them for eyeballs 🙄. Most will fail. But there will be a couple of big winners whose businesses align to the strengths of the medium. Which will cue loads of copycats.
2. More experimentation with AI driven content - this puts Google in an awkward position - who claim they can spot a robot 🤖 from a human 🧑 - but I'm sure many SEOs will still try to game the system. AI will revolutionise the online customer service experience. Robots could be much kinder than a bored / overworked customer service rep.
3. The decline 📉 of Facebook, third party cookie targeting and live TV viewership is forcing advertisers to reconsider their marketing mix - We're going to see even more established brands who have previously been reluctant, partnering up with big and small influencers to try and drive growth. Scalability will be the challenge for most.
4. Product marketing is becoming the most in demand skill set in B2C tech businesses - it's also one of the most strategic roles in marketing - and there aren't loads of good ones in the UK. We will start to see more senior product marketers move into CMO territory in the next few years.
5. More 🏢 businesses will be taking their LinkedIn strategy seriously and harnessing the influence of their own employees as a lever.

#marketing #growth #2023predictions



Becky Holland • 3rd+
CEO at BH&P | B Corp Pending | Award-winning market...
1w • Edited • 🔒

✓ Following ...

Here are my predictions for 2023 – some you may (will!) agree with. Others may be up for debate!!!! Whatever your view, enjoy the ride – 2023 will be a year of more change, whether we like it or now.

- #1 Remote work will plummet as the long-term impact of being absent from social interaction and the opportunity to learn from peers, on creative thinking, strategy and growth, becomes ever more apparent
- #2 Corporates that keep working in the same way they have always done, will become slower and slower and consequently continue to lose the good people that want to make a change
- #3 #bcorp will become part of our everyday language in the Western world as businesses across every sphere begin to wake up to the requirements to ACTUALLY do work for good, even if only to drive up share price
- #4 Salespeople that continue to discount the impact AI will have on their roles, and sell the way they have always done, will slip further behind those that embrace AI, (clever) automation, and the need to understand how people buy. Technology is changing the buying process and most salespeople won't be needed
- #5 LinkedIn will clock on to the "influencers" with 30,000 followers, yet awful and unengaging content, and stamp down on the automation that is squeezing out good content

#6 Talking of content, content fatigue will accelerate as people become less and less tolerant of feeds full of irrelevant, scraped, "me too" and pointless posts, articles and videos that get in the way of real insight. Curators are the next creators. Be original, be insightful, be smart, be funny, elevate other peoples' stories – or get out of the way!

#7 Reading and the Thames Valley will gain attention as not just a telco and tech hub, but as a major destination for the film and creative industries, with startups choosing Reading for their European HQ, and new Enterprises moving here. Belgium is interesting too definitely one to watch ([Manual.to](#))

#8 The practices adopted by fast-growing tech startups you've never heard of, will no longer offer a massive advantage because it's clear these companies and growth strategies were never sustainable. It was easy to grow for a long time because of unreasonable practices propped up by cheap money, that got pumped into product development and ad spend regardless of revenue. The market is much more attuned to this now.

#9 Founders that have replaced their LinkedIn avatar with a funny frog picture, will do less well than those people with a picture of themselves (ideally a smiling one - [Andrea Sexton](#) 😊)

#10 Business owners and boards that work long hours and challenge everything, will continue to outperform those that work 9-5 or less, or spend a lot of time on the golf course. Hard work and passion always trump laziness and ambivalence, and those in particular that believe business can be a force for good, will succeed because they strive to be the best at what they do

#2023vision #founders #venturemarketing #strategy

👍👍👍 250

40 comments • 1 repost



Casey Reed (she/hers)
@CaseyDReed



2023 Marketing Predictions in random order, from #MarTech and Media models to industry incline and decline trends #web3 #crypto #brandmarketing #community

2023 Marketing Predictions:

- MarTech will see a fragmentation of emerging tech solutions for automation tools, personalization, and measurement of ROI across digital properties
- Media Budgets will allow for an increase in CTV and audio spend on subscription-based platforms (Spotify, Netflix)
- More Marketing and Publishing orgs will beef up "Community" teams vs "Social" teams to account for migration from traditional social media platforms to other digital communities
- Brands will increase resources to invest in privacy, security, compliance, and community moderation
- Paid ads on platforms like TikTok will transition to a more seamless UX for native platform shopping

- Metaverse, web3, crypto brands will not be going away, but will likely cut back on internal resources and spending (if they didn't already in 2022)
- We will see a resurgence of creator/brand partnerships in content marketing, with an emphasis on micro-influencer collaborations led by TikTok, as well as an increase in efforts to secure and maintain long-term B2B relationships
- Video, Live-streaming, and repurposing UGC will continue to be prioritized in brand content strategies
- AR/VR will continue to be underdeveloped buzz words, while AI will become a household product for marketing orgs (see above note on martech reporting and automation tools)
- Brands will invest in the women's sports industry due to expansive growth since 2020
- Tech companies that led in profitability and rapid-hiring during early pandemic years will continue to lead tech industry layoffs, creating a surge in contractor demand

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