B2B is an acronym for business-to-business, where a business entity sells its products to other businesses. An excellent example of B2B is a cement-making company selling the cement to a construction company. In most cases, if not all, B2B involves selling raw materials for further processing. Another example is in the automobile industry, where the car manufacturers source for batteries, tires, and electronics from different companies. As more and more businesses tap into this market gap, it is essential to know what 2019 has in store for them. Below are the expected trends for B2B.

**1. Video Marketing to Increase**

From how-to to testimonials, live streaming, case stories and many more, video marketing is what every marketer should invest in, in 2019. According to Google research, more than 70% of buyers and researchers take time to watch videos about the product in question. With the human concentration going down from 12 to just 8 seconds, video remains to be the only option to keep the prospective clients attentive. Ensure you invest in quality videos to showcase your products, which will give you an edge over your competitors.

**2. Use of AI for more sales**

The use of AI is feared to replace humans soon, but not this year. However, businesses that use AI in pitching record more sales than ones that use human effort, however professional the salespeople might be. Therefore, companies will employ the AI algorithms to read what other businesses lack, and thus, pitch them, giving them suggestions that are very practical. It is expected, therefore, that AI will be widely used by businesses looking forward to increasing their sales.

**3. Branding to hit a record high**

One thing that B2B has been lagging is differentiating itself from the competitors, simply put, branding. This is something that business-to-consumer (B2C) adopted many years ago. Businesses that will not invest in branding are at high risk of failing. I know that companies have logos, branded giveaways and such, but there is more to that. The business should ask itself, what is the purpose of this brand? I`m I able to fulfill the promises stated in this tagline of my brand? Therefore, the businesses will be required to invest more on their websites, visual identity, and their office outlook to win the client`s trust. Expect more companies to invest heavily in these and brace yourself for a fierce competition.

**4. Customer Experience will be on the forefront**

As I have stated above, B2B is still lagging, compared to B2C. For any B2B to survive in 2019 and beyond, they need to value their customer more. This involves taking a more in-depth look at employee experience (EX), and Brand experience (BX). Their effects are underestimated, but in 2019, this will be no more. The customer experience (CX), when combined with BX and EX, will give the business a competitive advantage over other companies. Therefore, ensure that you don't just sell products to clients, without following up to ensure that they have something to speak about you.

**5. Data Security and Encryption a Priority.**

A lot of data has been tampered with in the previous years, and B2B players are not taking chances anymore. In 2019, many of these businesses will encrypt their data to ensure that illegal access is impossible.

These are the five trends expected to dominate the world of B2B in 2019 and beyond. Are you ready for the competition ahead?