

# B2B Creatively

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Each month, we deliver curated links to some of our favorite B2B creative & marketing articles, podcasts, videos, webinars and other content. This month, explore how some B2B brands are putting creativity at the forefront of their marketing strategy, how B2B marketers are learning from consumer brands, and what's new in the B2B marketing landscape.

On the most recent episode of the **B2B Creatively** podcast, Alisa talks with Dawn Colossi, CMO of Software AG, about the process of creating a brand new category in tech, from conception to sale for over 2 billion euros. [Listen here.](#)



**Creative**

How to create a new product category: [B2B Creatively](#)

Why creative effectiveness is equally important in B2B marketing: [Marketing Week](#)

More B2B brands are seeking out creative agencies: [ADWEEK](#)

**Strategy**

More B2B marketers are advertising like consumer brands: [Digiday](#)

Why B2B marketers can't afford to ignore video marketing: [Fast Company](#)

B2B influencer marketing as a growth strategy: [LBB Online](#)

**Miscellaneous**

What is "branded demand?": [MarketingPros](#)

Four creative and strategic approaches to competitive analysis: [Fast Company](#)

ChatGPT has a new rival: [Built In](#)



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