

# B2B Creatively

Powered By **Stories Bureau**

Each month, we deliver curated links to some of our favorite B2B creative & marketing articles, podcasts, videos, webinars and other content. Covering a wide range of creative, strategic, and other relevant topics, B2B Creatively keeps you up-to-date on the latest trends and best practices in the B2B creative, design and marketing worlds.

This month, we also launched the **B2B Creatively** podcast with hosts Alisa Manjarrez, Managing Director of Stories Bureau, and Kory Grushka, CEO of Stories Bureau, who discuss trending topics in B2B marketing with some of the most creative thinkers in the business.

[Listen here.](#)



## Creative



What B2B brands can learn from B2C marketing: [B2B Creatively Podcast](#)

Art Direction and Design for Modern B2B Marketing with Chris Jurchak: [On Camera On Brand](#)

How to Nurture and Grow Your Creative Marketing Skills: [Social Media Examiner](#)

## Strategy



How Marketers Can Resonate Deeper with Their Audience with Jay Acunzo: [The Notorious Thought Leader](#)

Stories Bureau's Managing Director Alisa Manjarrez talks podcasting as an emerging B2B marketing channel: [Filament](#)

18 agency leaders on best practices for peer-to-peer marketing in B2B: [Forbes](#)

## Miscellaneous



11 Ways to Mess Up a Customer Case Study: [Diginomica](#)

The 7 Biggest Mistakes CMOs Make (And How to Avoid Them): [SaaSr](#)

Building a Killer Tech Marketing Team in 2024: The Top Digital Marketing Roles You Need to Know: [Mighty & True](#)