

When it comes to brand strategy, B2B marketers are looking outside the box—and outside of their own companies

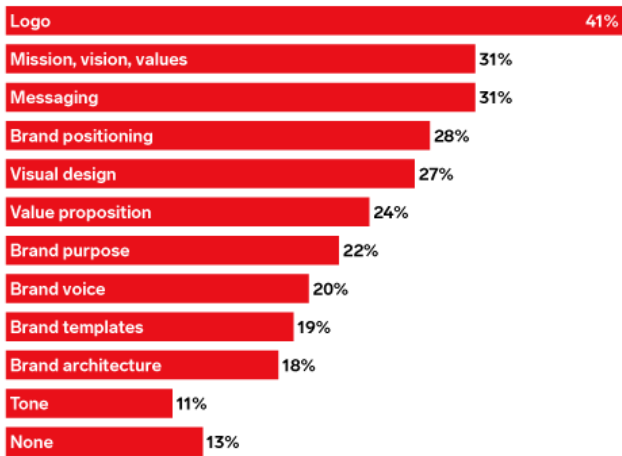
Article

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Provoke Insights found that **41%** of B2B marketing and sales professionals look to an outside marketing agency for logo design assistance, and **31%** seek external input on mission statements as well as messaging.

What Brand Strategy Initiatives Do US B2B Marketing and Sales Professionals Use an Outside Marketing Agency for?

% of respondents, Feb 2021



Note: n=90
Source: Provoke Insights, Feb 10, 2021

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