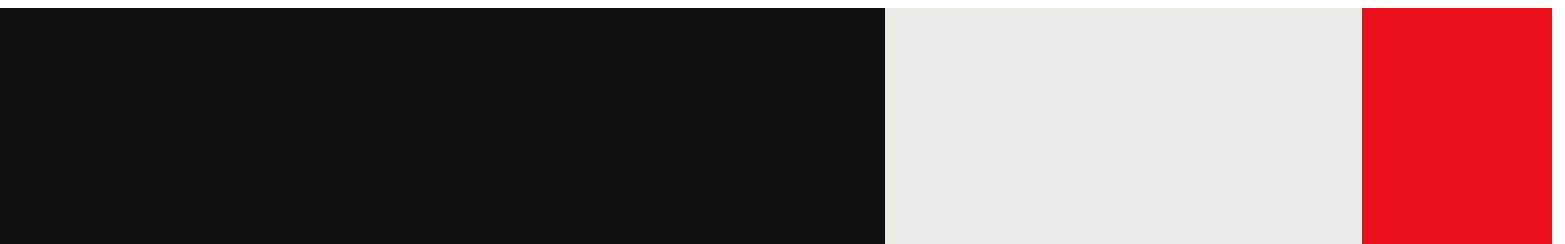


The Daily: 2023 B2B marketing trends— Influencer marketing in business, buyers reject traditional B2B, and more

Audio



On today's episode, we discuss how customer programs are moving into the spotlight, why buyers are rejecting traditional B2B experiences, how influencer marketing will find its way into the business world, and more. Tune in to the discussion with our analyst Kelsey Voss.



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