

# The Daily: B2B—the best content marketing, the changing buyer-seller relationship, and online sales

Audio



On today's episode, we discuss how B2B content marketing evolved through the pandemic, who does the best job, and some best practices. "In Other News," we talk about how the B2B buyer-seller relationship is changing and what share of US B2B buying will be online. Tune in to the discussion with our analyst Kelsey Voss.



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