



The **ANA B2B Practice** supports B2B marketers with innovative insights, strategic resources, and professional development. Collaborating with our dynamic network of industry leaders, we provide unbiased insights for B2B and B2B2C marketers to help you drive growth for yourself and your business and create member success. Our focus areas include: 1) increasing brand value, 2) deepening understanding of B2B buyers and influencers, 3) addressing unique B2B marketer needs, 4) sharing best practices, and 5) helping expand B2B critical skills and training.

An Industry-Led Coalition of CMOs

- Measure Marketing Impact on Financial Performance
- Brand to Demand
- Sales and Marketing Alignment
- Buying Groups
- ABM Maturity
- Stronger Data Foundations
- AI Readiness
- Channel Marketing Effectiveness
- Brand, Customer, and Creativity

Seeking New Contributors!

Thought Leadership that Moves the Industry Forward

- Marketing Impact Measurement Study
- The B2B Data and Analytics Playbook
- The B2B CMO MarTech Playbook
- The Brand-to-Demand (B2D) Maturity Study
- Channel Marketing Ecosystem White Paper
- The Confident Marketer Study

Tailored Solutions for B2B/B2B2C Members

- B2B Growth Agenda
- Member needs and custom solutions aligned with Member Action Plan and ANA capabilities
- Industry roundtables

Ask us about a complimentary ANA Amplify Custom Presentation for you and/or your team.

Platforms that Showcase and Celebrate B2B Marketing

- B2 Awards 50th Anniversary
- Masters of B2B Marketing Conference
- Members-Only Conferences, Committees, Webinars
- Industry Visibility: Articles, blogs, PR, speaker/panels

Enhanced Content Through Collaborations with Other ANA Practices

- Global Growth Council mandate integration
- Collaboration across ANA Practices to address full scope of B2B marketer needs

This tight integration across Practices saves you valuable time as a B2B marketer, and you can use us as a single point of contact. Email us!

For more information on ANA B2B Practice resources, training, communities, or events, contact Bill Zengel at bzengel@ana.net. For more information on the full suite of ANA member benefits and other ANA business practices, contact Membership at membership@ana.net.



2025 Leadership Resources

- [Marketing Impact Measurement Study \(Phase 1\)](#) — Phase 2 will explore how B2B marketing value can be quantified and communicated effectively to the C-suite.
- [The B2B Data and Analytics Playbook](#) explains how to optimize account-based marketing, align sales and marketing efforts, and master advanced segmentation. It features a proprietary decision-committee models, B2B2C strategies, and first-party data enhancements.
- [The Brand-to-Demand \(B2D\) Maturity Study](#), in partnership with Stein IAS, assesses organizations' maturity and capabilities in connection to B2D efforts.
- [The Confident B2B Marketer Study](#): A confident marketer is “extremely or very confident in their ability to measure marketing’s impact on financial performance.” Their confidence isn’t just attitude or personality. It stems from a critical capability: the ability to measure marketing’s impact on financial performance.

Our active B2B community includes the following committees, providing a forum for members to support and mentor each other for success:

- [Account-Based Marketing Committee](#): Unlock ABM’s revenue potential, tackle business challenges, and engage with a dynamic practitioner community.
- [B2B Channel Marketing Committee](#): Optimize channel marketing partnering strategies and tactics to establish best practices across the distribution ecosystem.
- [B2B Committee](#): Address the distinct challenges of B2B marketers through collaboration and powerful strategies.
- [B2B Data Excellence Committee](#): Drive innovation and explore opportunities in data-driven B2B marketing.
- [B2B Customer Experience Committee](#): Elevate customer experience measurement, empower brand leaders, and refine communication strategies.
- [Email Excellence Center Committee](#): Connect with email marketing professionals through advocacy, learning, and global knowledge-sharing.

Events and Programs

November 6, Chicago, Ill.
[ABM One-Day Conference](#)

December 2, Cary, N.C.
[ANA B2B Day](#)

November 12, Virtual
[B2B Marketing Webinar](#)

December 3, Virtual
[B2B Influencers Conference](#)

November 13, New York, N.Y.
[ANA B2B Committee Meeting](#)

December 9, Virtual
[B2B Channel Marketing Committee](#)

June 3–5, 2026, Chicago, Ill. and Virtual
[2026 Masters of B2B Marketing Conference](#)

Sessions cover sparking innovation/growth, customer insights, talent and organizational alignment, and media best practices.

June 4, Chicago, Ill.
[B2 Awards 50th Anniversary and Gala](#)

Celebrating the most innovative and successful business marketing campaigns in the B2B industry. Open for submissions on November 4, 2025.

ANA B2B Practice Training

Live Training Mastery Programs

- [B2B Marketing Mastery Program](#)

On-Demand Certificate Programs

- [Content Marketing Certificate](#)

Live Training Workshops

- [B2B Growth Marketing](#)
- [B2B High-Impact Demand Generation](#)

On-Demand Courses

- [Journey-Mapping Your Customer Experience \(CX\) Design](#)
- [Measuring and Improving Customer Experience](#)

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