

For more information:
Lora Mosley
501-920-1426
lmosley@comgroup.com



FOR IMMEDIATE RELEASE

5 B2B Industrial Marketing Trends to Watch in 2026

The Communications Group releases third annual B2B Industrial Marketing Trends Report



The Communications Group releases its third annual B2B Marketing Trends Report to help industry leaders enhance their storytelling efforts and better connect with their audiences.

LITTLE ROCK, Ark., November 17, 2025 - The Communications Group (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) firm specializing in B2B marketing and industrial manufacturing, published its highly anticipated third edition of its annual [B2B Industrial Marketing Trends Report](#), providing industry leaders with research-driven insights to turn emerging trends into actionable strategies.

Industrial marketers are facing tremendous challenges and uncertainties as they navigate shifts in technology and evolving customer needs. ComGroup's annual *B2B Marketing Trends Report* provides actionable insights that help marketers stay relevant and position themselves for long-term success. The report empowers B2B communicators with strategies to communicate clearly, enhance brand storytelling efforts and make meaningful connections with their audience.

"B2B leaders are under pressure to do more with less as technology reshapes how they communicate and sell their products," said report author [Dane Cowling](#), ComGroup Founder and B2B specialist. "Our report offers strategies for balancing innovation with authenticity and audience connection."

As a trusted authority in industrial marketing and communications since 1987, ComGroup published this report to equip industry professionals with strategies they can use to stay competitive in today's rapidly evolving and challenging market conditions.

To access the full report and explore how these insights can elevate your marketing strategy, [click here](#).

For more information or to connect with our B2B marketing experts, visit ComGroup.com or social media on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).

For more information:
Lora Mosley
501-920-1426
lmosley@comgroup.com



###

About The Communications Group

The Communications Group (ComGroup) is an award-winning, full-service digital, marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-driven strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at ComGroup.com.

About Dane Cowling



Dane Cowling was a member of the team that founded The Communications Group in 1987. With more than three decades of experience shaping messages and developing award-winning campaigns, Cowling has built a career on helping organizations communicate with clarity, creativity, and purpose.

A recognized expert in B2B marketing, Cowling partners with clients to strengthen their brands and craft strategies that engage audiences, generate leads, and drive growth. His approach combines strategic insight with creative execution, leveraging a deep understanding of visual storytelling to deliver messages that resonate and inspire action.

Cowling is a graduate of the University of Arkansas at Little Rock.