

Digital Marketing Strategies in B2B Textile Industry

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Abstract: *The B2B textile industry is experiencing a significant digital transformation, driven by globalization, evolving buyer expectations, and the need for operational efficiency. This paper investigates the digital marketing strategies being adopted by textile businesses in India, emphasizing tools such as SEO, LinkedIn marketing, content marketing, and data analytics. Through a comprehensive review of literature and industry practices, the study outlines the opportunities and challenges in implementing digital solutions within a traditionally offline sector. Key issues such as legacy system integration, organizational resistance, and long sales cycles are addressed, alongside strategic recommendations for digital integration, including the adoption of AI, account-based marketing, and immersive technologies. The paper also highlights the growing importance of sustainability and how digital marketing can be leveraged to communicate eco-friendly practices and certifications. Overall, this study offers a roadmap for B2B textile firms to enhance customer engagement, market competitiveness, and long-term growth through effective and future-ready digital marketing strategies.*

Keywords: B2BTextile Industry, Digital Marketing Strategies, Content Marketing, LinkedIn Marketing, Data Analytics, Digital Transformation, Sustainability Communication.

