



delia  
associates

The business brand experts.

*Get to your next.*





# MILLENNIALS

The new BFFs  
of B2B

(And how to make your brand their BFF)





**RICH  
PALATINI**  
Director, Brand + Creative  
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MILLENNIALS:  
**WHO**  
ARE THEY?



MILLENNIALS: WHO THEY ARE

**18-34**  
YEARS OF AGE

**75.4 MILLION**  
THE LARGEST DEMOGRAPHIC GROUP

**MORE  
THAN 1/3**  
OF AMERICAN WORKERS ARE  
MILLENNIALS



MILLENNIALS: WHO THEY ARE

**34%**

HAVE BUDGET AND/OR FINAL SIGN-OFF  
AUTHORITY ON ENTERPRISE TECHNOLOGY  
PURCHASES OF \$10,000 OR MORE

**61%**

DESCRIBE THEIR ROLE IN TECHNOLOGY  
PURCHASES AS DECISION MAKER



MILLENNIALS:  
**HOW**  
ARE THEY  
DIFFERENT?



MILLENNIALS: HOW THEY'RE DIFFERENT

**93% USE**  
THE DIGITAL GRAPEVINE

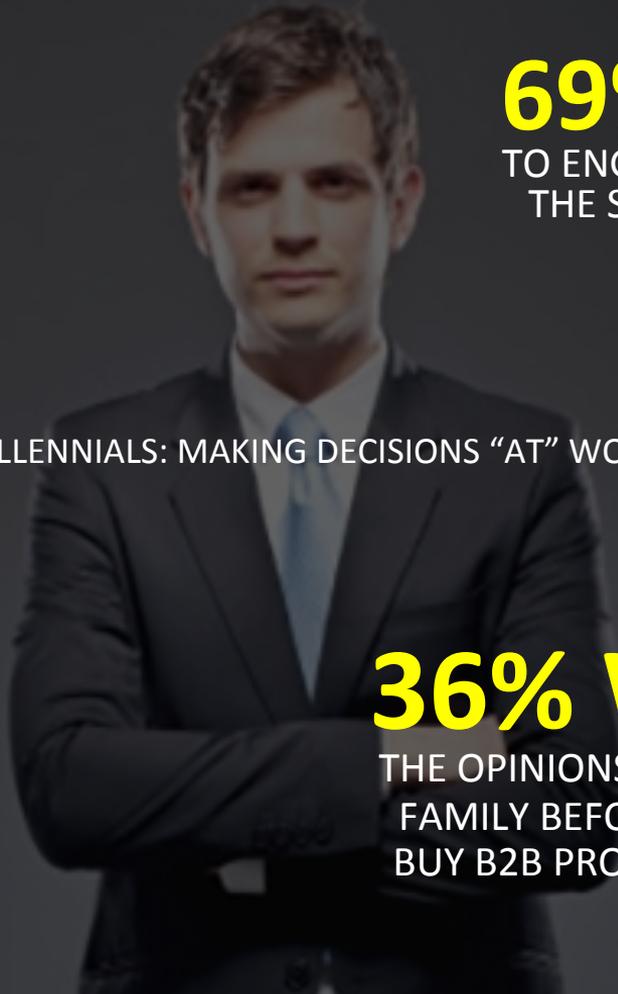
**89% TRUST**  
THEIR PEERS FIRST

**93% ARE**  
WORD-OF-MOUTH DEPENDENT



MAKING  
**DECISIONS**  
AT WORK





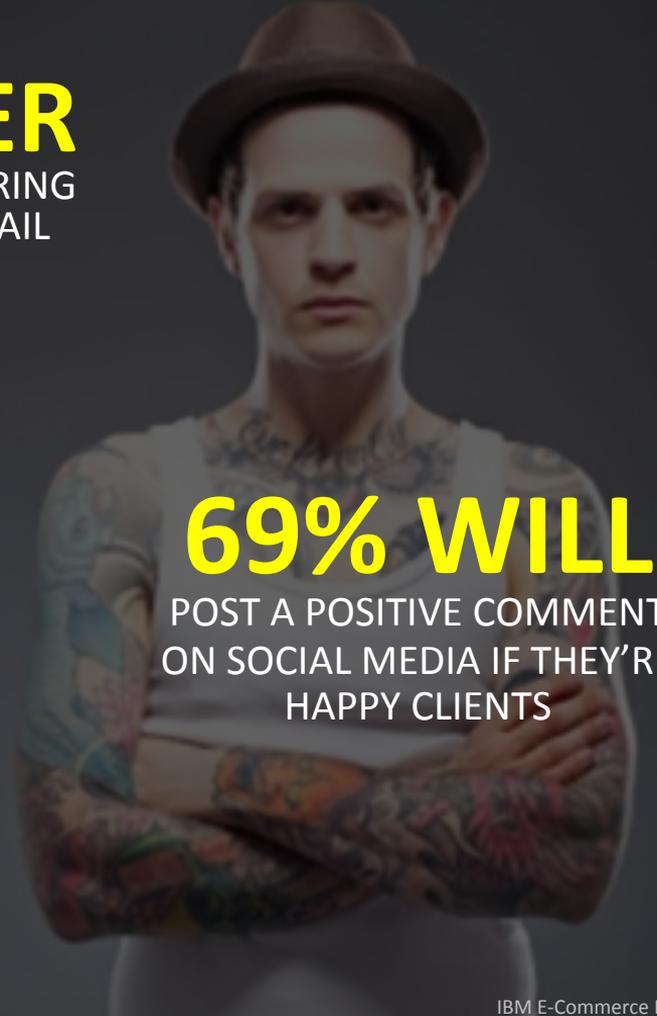
**69% PREFER**

TO ENGAGE VENDORS DURING  
THE SALES CYCLE VIA EMAIL

MILLENNIALS: MAKING DECISIONS “AT” WORK

**36% WEIGH**

THE OPINIONS OF FRIENDS AND  
FAMILY BEFORE DECIDING TO  
BUY B2B PRODUCTS/SERVICES



**69% WILL**

POST A POSITIVE COMMENT  
ON SOCIAL MEDIA IF THEY’RE  
HAPPY CLIENTS

THEIR  
**RESEARCH**  
SOURCES



## MILLENNIALS: THEIR RESEARCH SOURCES

1. VENDOR REPRESENTATIVES
2. TRADESHOWS & CONFERENCES
2. COLLEAGUES IN MY ORGANIZATION
4. VENDOR'S CUSTOMERS
4. VENDOR'S SOCIAL MEDIA & WEBSITE

A woman with long dark hair, wearing a blue button-up jacket, is looking down at a yellow folder she is holding. She is standing in a modern office with large windows in the background. In the background, two other people are working at desks. One man is sitting at a desk on the left, and another man is sitting at a desk on the right, gesturing with his hand. There are shelves with books and folders in the background.

THEIR  
**CONTENT**  
CONSUMPTION

## MILLENNIALS B2B CONTENT CONSUMPTION

**29%** VIDEO

**19%** CASE STUDIES

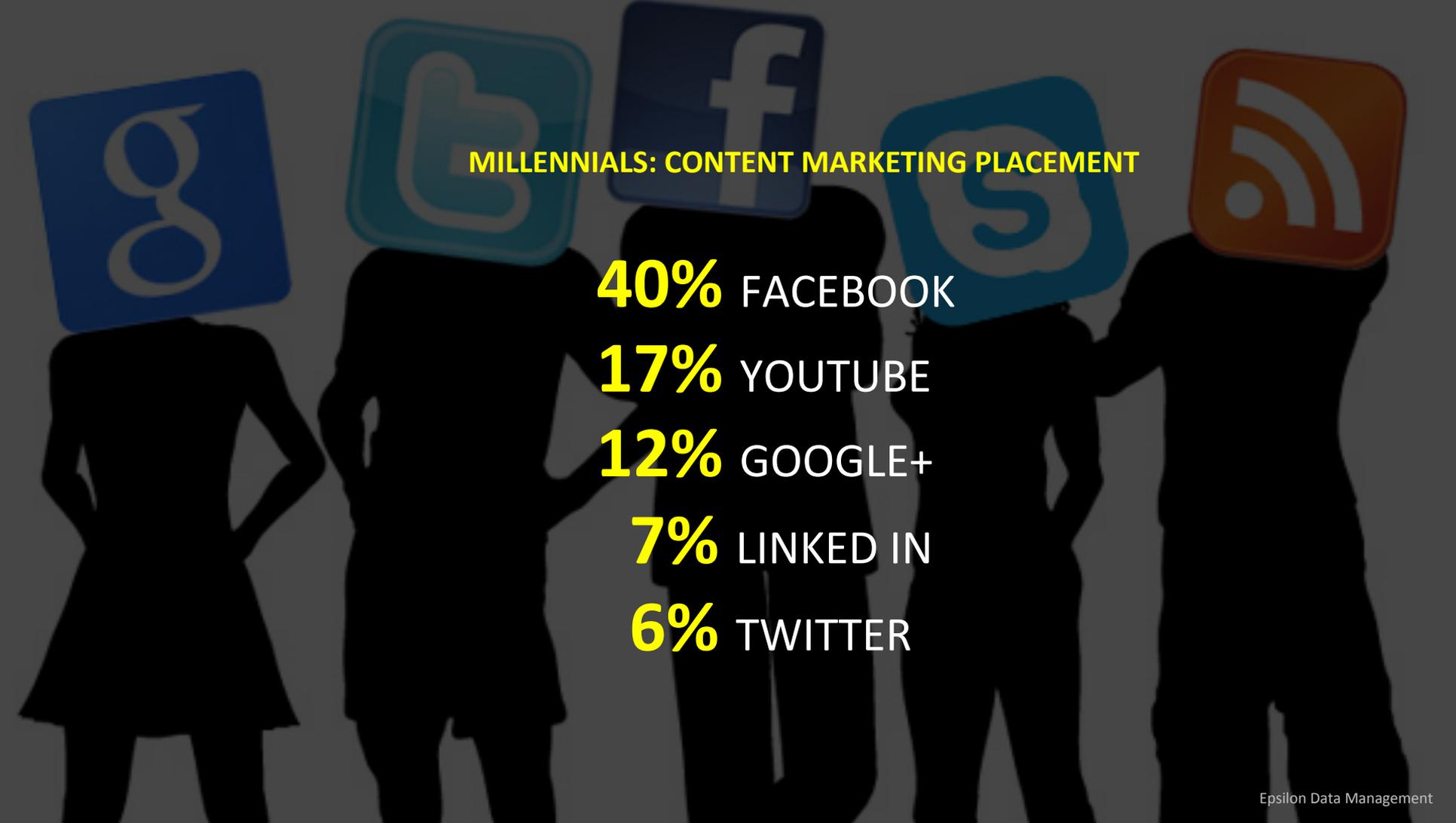
**16%** WHITE PAPERS

**15%** BROCHURES

**11%** WEBINARS



**WHERE THEY SEARCH**



MILLENNIALS: CONTENT MARKETING PLACEMENT

**40%** FACEBOOK

**17%** YOUTUBE

**12%** GOOGLE+

**7%** LINKED IN

**6%** TWITTER

A diverse group of seven business professionals (three women and four men) are standing in a modern office environment. They are dressed in business-casual attire. In the background, there is a large window with a view of a city building, and a whiteboard with a hand-drawn diagram. The diagram shows a central green shape with lines extending to various colored boxes (orange, blue, purple, green) containing text. A black rectangular box is overlaid on the center of the image, containing the text "WHAT ATTRACTS B2B BUYERS?".

WHAT  
**ATTRACTS**  
B2B BUYERS?



69%

EASE OF DOING BUSINESS

MILLENNIALS: WHAT ATTRACTS THEM AS B2B BUYERS?

33%

A WILLINGNESS TO WORK  
COLLABORATIVELY WITH MY  
ORGANIZATION

31%

INDUSTRY AND MARKETPLACE  
EXPERIENCE



**GEN X:**  
PRIORITIZE  
QUALITY OF  
PRODUCT  
OR SERVICE



**MILLENNIALS:**  
PREFER A  
GREAT CLIENT  
EXPERIENCE



**BOOMERS:**  
FAVOR FAST  
RESPONSE AND  
SERVICE



# PRIZED ATTRIBUTES

TO MILLENNIALS IN SMALL ORGANIZATIONS  
(UNDER 1M EMPLOYEES)

**37%**

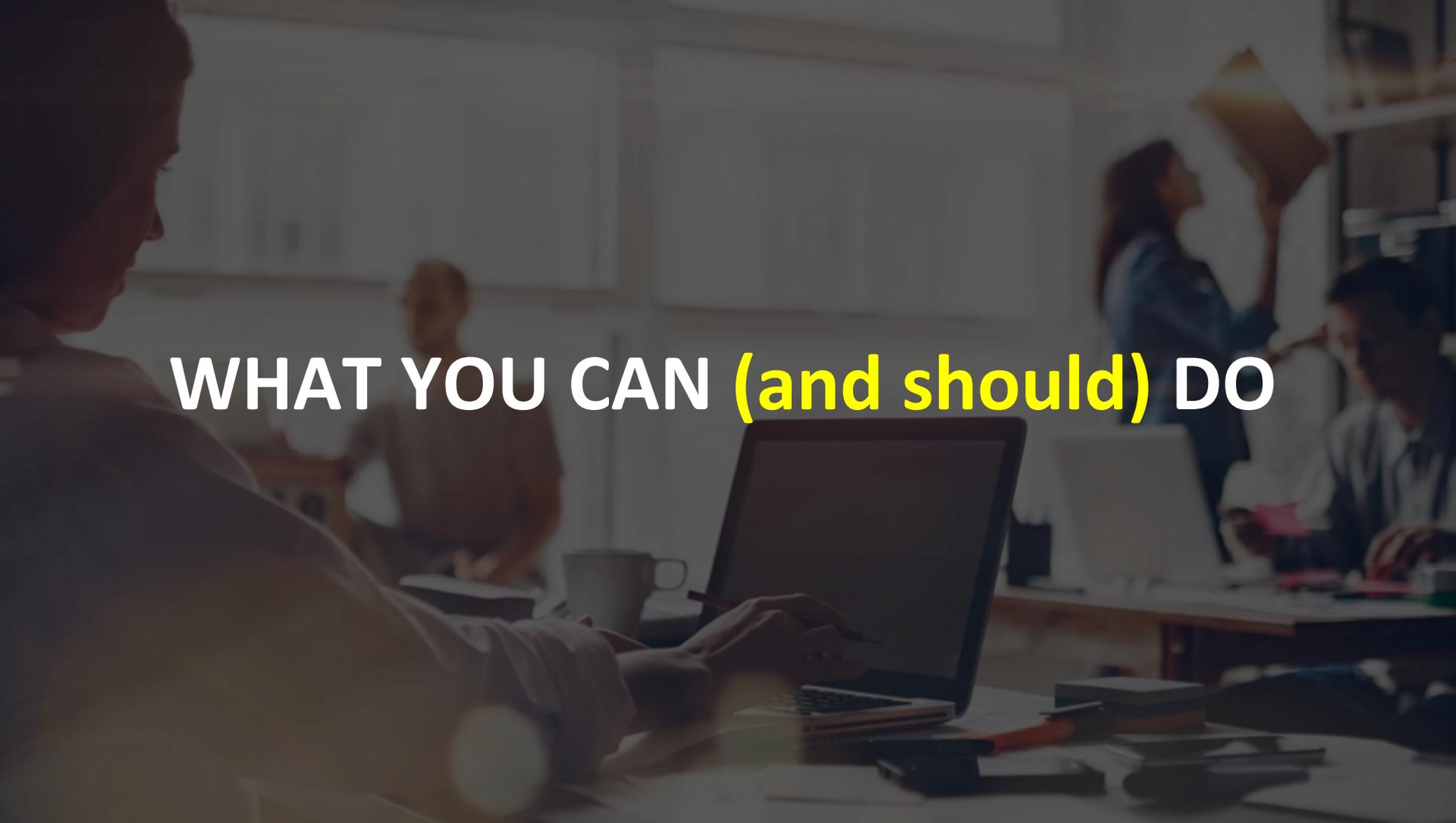
A WILLINGNESS TO WORK  
COLLABORATIVELY WITH  
MY ORGANIZATION

**31%**

AN UNDERSTANDING OF MY  
ORGANIZATION'S UNIQUE  
CHALLENGES

**33%**

AN ABILITY TO  
RESPOND QUICKLY

A blurred office scene with people working at desks and a laptop in the foreground. The text "WHAT YOU CAN (and should) DO" is overlaid in the center. The word "and" is highlighted in yellow.

WHAT YOU CAN (and should) DO



B2B MARKETING TO MILLENNIALS:

## BE AUTHENTIC

MAKE IT ALL ABOUT THEM  
ABOVE ALL BE OPEN AND HONEST  
DON'T SELL; SHARE STORIES THAT CONNECT WITH EMOTION  
KEEP YOUR BRAND "AGE" MODERN, POSITIVE AND ENERGETIC

B2B MARKETING TO MILLENNIALS:

# BE CONVERSATIONAL

GIVE THEM SOMETHING TO TALK ABOUT  
IT DOESN'T HAVE TO BE IN REAL TIME





B2B MARKETING TO MILLENNIALS:

## **ENABLE MOBILE**

ASSUME THEY'LL CONSUME ON THEIR PHONES  
GO BEYOND YOUR WEBSITE  
MAKE IT ALL MOBILE OPTIMIZED

B2B MARKETING TO MILLENNIALS:

# FOCUS ON A COMPLETE EXPERIENCE

MAKE IT SIMPLE, QUICK, EASY TO FIND AND CONSUME  
THINK TEXT INSTEAD OF E-MAIL  
THINK TWITTER AS AN ALTERNATIVE TO E-NEWS





B2B MARKETING TO MILLENNIALS:

# MAKE YOUR WEBSITE EASIER TO USE

MOBILE OPTIMIZED IS A MUST  
MAKE IT EASIER TO FIND ANSWERS & ASK QUESTIONS  
GIVE A LOT BUT DON'T REQUIRE A LOT

B2B MARKETING TO MILLENNIALS:

# HIRE A FOCUS GROUP

HIRE SOME MILLENNIALS  
LET THEM HELP YOU UNDERSTAND THE TARGET MARKET





B2B MARKETING TO MILLENNIALS:

# INFLUENCE THE INFLUENCERS

MILLENNIALS SEEK OUT INFLUENCERS  
THEY ACTIVELY SEEK OUT RECOMMENDS AND OPINIONS  
START TODAY AND DON'T STOP



THE TAKEAWAY:

**BY DIRECTING YOUR  
MARKETING EFFORTS AT  
BEING A BFF TO B2B  
MILLENNIALS YOU'LL ALSO  
BE TAKING CARE OF YOUR  
OTHER CUSTOMER  
SEGMENTS**



**THANK  
YOU**






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