SERIES CHAPTERS 2 & 3

"TAKING YOUR B2B BRAND FROM COMMODITY TO CUSTOMERS' CHOICE"



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SERIES TOPICS:

CHAPTER #1	CHAPTER #2	CHAPTER #3	CHAPTER #4	CHAPTER #5
FROM TRANSACTION TO RELATIONSHIP TO EXPERIENCE TO	IT'S NOT PERSONAL. IT'S VERY PERSONAL.	A LOOK INSIDE THE B2B MIND	DIGITAL MEDIA: EMPOWERING THE CUSTOMER	YOUR ROADMAP TO "PREFERRED" CUSTOMER STATUS

THREE SIMPLE BUT IMPORTANT THINGS TO TAKE YOUR BRAND FROM COMMODITY TO CUSTOMERS' CHOICE

KEEP IT SIMPLE

MAKE IT PERSONAL

BE EMOTIONAL

THE 5-STEP PROGRAM





CUSTOMERS OWN YOUR BRAND



THE DIFFERENCE BETWEEN TODAY'S "PERSONAL MIND" AND "PROFESSIONAL MIND" IS VIRTUALLY NON-EXISTENT



THE TECHNOLOGY AND PATHWAYS TO ACQUIRING NECESSARY INFORMATION AND KNOWLEDGE TO MAKE AN INFORMED DECISION ARE VIRTUALLY THE SAME

THE 5-STEP PROGRAM



THE PURCHASE FUNNEL: BUILDING A RELATIONSHIP



- I know who they are and what they do
- < I have reviewed their products and services
- < I have compared them to others
- < I am going to purchase their goods/services
- < I view them as a true partner in my business
- < I am confident in recommending them

THE PURCHASE FUNNEL: BUILDING A RELATIONSHIP

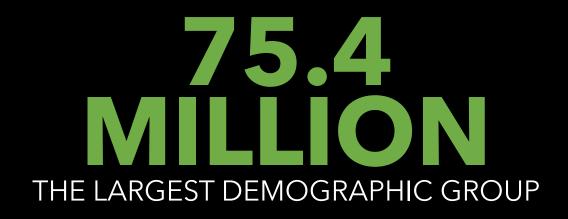


INSIDE THE MIND OF THE MOST Dominant B2B Buyers group

MORE THAN 46% OF ALL B2B PURCHASES ARE MADE BY MILLENNIALS



MILLENNIALS: WHO THEY ARE





MILLENNIALS: WHO THEY ARE



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



Arketi Group Report



MILLENNIALS: HOW THEY'RE DIFFERENT





IBM E-Commerce Report 2014

69% PREFER TO ENGAGE VENDORS DURING THE SALES CYCLE VIA EMAIL

MILLENNIALS: MAKING DECISIONS "AT" WORK

69% WILL POST A POSITIVE COMMENT ON SOCIAL MEDIA IF THEY'RE HAPPY CLIENTS

36% WEIGH THE OPINIONS OF FRIENDS AND

FAMILY BEFORE DECIDING TO BUY B2B PRODUCTS/SERVICES **MILLENNIALS: THEIR RESEARCH SOURCES**

1. VENDOR REPRESENTATIVES

2. TRADESHOWS & CONFERENCES

2. COLLEAGUES IN MY ORGANIZATION

4. VENDOR'S CUSTOMERS

5. VENDOR'S SOCIAL MEDIA & WEBSITE

MILLENNIALS B2B CONTENT CONSUMPTION

29% VIDEO **19%** CASE STUDIES **16%** WHITE PAPERS **15%** BROCHURES **11%** WEBINARS

STEP

THREE

MILLENNIALS: CONTENT MARKETING PLACEMENT 40% FACEBOOK 17% LINKED IN **17%** YOUTUBE 12% GOOGLE+ **6%** TWITTER



MILLENNIALS: WHAT ATTRACTS THEM AS B2B BUYERS?



A WILLINGNESS TO WORK COLLABORATIVELY WITH MY ORGANIZATION

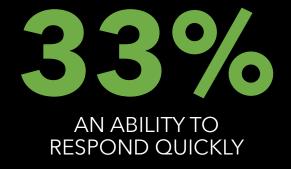
INDUSTRY AND MARKETPLACE EXPERIENCE

PRIZED ATTRIBUTES

TO MILLENNIALS IN SMALL ORGANIZATIONS (UNDER 1M EMPLOYEES)



AN UNDERSTANDING OF MY ORGANIZATION'S UNIQUE CHALLENGES



GENERATIONAL B2B BUYERS' JOURNEY: TOP PRIORITIES

MILLENNIALS: PREFER A GREAT CLIENT EXPERIENCE

GEN X: PRIORITIZE QUALITY OF PRODUCT OR SERVICE

BOOMERS: FAVOR FAST RESPONSE AND SERVICE

STEP

THREE

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

BE CONVERSATIONAL

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

ENABLE MOBILE

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

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

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

HIRE A FOCUS GROUP

HIRE SOME MILLENNIALS LET THEM HELP YOU UNDERSTAND THE TARGET MARKET

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 for reading. Chapters 4 & 5 will be released in the coming weeks.

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The Business Brand Experts