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

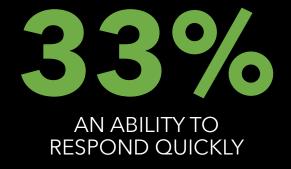
#### INDUSTRY AND MARKETPLACE EXPERIENCE

### **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.

# **DELIA ASSOCIATES**

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The Business Brand Experts