

SERIES CHAPTERS 2 & 3

“TAKING YOUR B2B BRAND
FROM COMMODITY
TO CUSTOMERS’ CHOICE”



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SERIES TOPICS:

CHAPTER #1

FROM
TRANSACTION TO
RELATIONSHIP TO
EXPERIENCE TO...

CHAPTER #2

IT'S NOT
PERSONAL.
IT'S VERY
PERSONAL.

CHAPTER #3

A LOOK
INSIDE THE B2B
MIND

CHAPTER #4

DIGITAL MEDIA:
EMPOWERING THE
CUSTOMER

CHAPTER #5

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

2.

**IT'S
NOT PERSONAL.
IT'S
VERY PERSONAL.**

FACT

CUSTOMERS OWN YOUR BRAND

FACT

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

THE REASON

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

THE 5-STEP PROGRAM

3.

**A LOOK
INSIDE
THE
B2B MIND**

THE PURCHASE FUNNEL: BUILDING A RELATIONSHIP



THE PURCHASE FUNNEL: BUILDING A RELATIONSHIP



HOW DO WE MANAGE THESE
TWO ASPECTS SUCCESSFULLY?

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

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 THEY'RE DIFFERENT

93% USE
THE DIGITAL GRAPEVINE

89% TRUST
THEIR PEERS FIRST

93% ARE
WORD-OF-MOUTH DEPENDENT

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

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

MILLENNIALS: CONTENT MARKETING PLACEMENT

40% FACEBOOK

17% LINKED IN

17% YOUTUBE

12% GOOGLE+

6% TWITTER

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

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

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

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

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