

Reachdesk

The marketer's guide to the new B2B buyer's journey



Deliver moments that matter

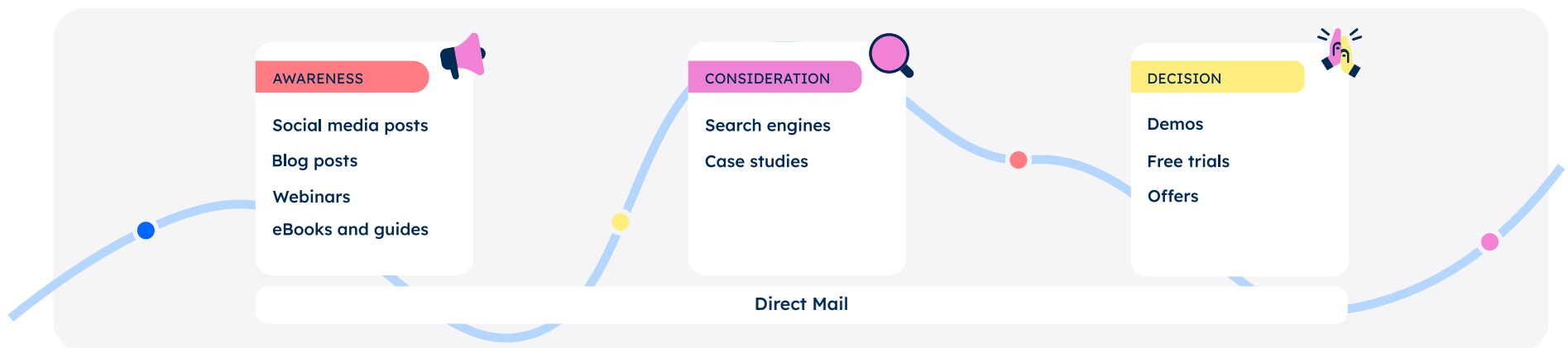
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The current state of the buyer's journey

It's no secret that the way buyers make purchasing decisions has changed. Technology has fuelled our buying habits and purchasing a product or service is no longer just a transaction between buyer and seller. Modern buyers are looking for partners to aid them in their problem-solving.

Today's buyers are increasingly autonomous and tend to connect with sales reps only at the point they're ready to make a purchase, already armed with the knowledge they

need to buy. Gone are the consumers that fit neatly into the defined awareness, consideration, and decision stages of the sales funnel, guided by marketing and sales teams. [53% of buyers](#) find that researching online is superior to interacting with a salesperson, so it could be anything from a well-placed social media ad to a snappy piece of downloaded content that makes the difference and converts prospects into customers.



The current state of the buyer's journey *continued*

For today's buyers, the research phase of the journey is done independently, and they're most likely to be evaluating your product or service against your competitor. Buyers are also more focussed on the end result, with more and more [conducting more ROI analysis](#) before they sign on the dotted line.

So, in a world where highly-educated buyers control the narrative of a sale, what makes them choose your product or service instead of going with one of your competitors? Put simply, the differentiator is the experience you provide.

In practice, this means taking a consultative approach and providing support by helping buyers to solve their pain points. But it also means taking an [account-based experience](#) approach, pursuing a fully integrative and consistent brand experience at every step of the customer journey. The one-size-fits-all approach to the buyer's journey is dead - it's time to embrace the power of personalization.



**Experience is the new
currency**



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Why personalization matters in the new B2B buyer's journey?

Personalization is the practice of tailoring sales and marketing messages to your intended customers' wants, needs, pains, and interests. In theory, anticipating what your prospects want from you makes them more likely to pay attention to what you're saying, and in a climate of automation, modern buyers expect personalization - [80% of consumers](#) are more likely to buy from a company that provides a tailored experience.

In the world of B2B, where buyers are more independent, and only reach out when they're ready to engage, creating that bespoke experience through personalizing marketing materials and communications acts as a sticky touchpoint to engage them and could be the element that sets your product or service apart.

Personalization can be added into every stage of the B2B buyer's journey in a multitude of ways. Start by adding

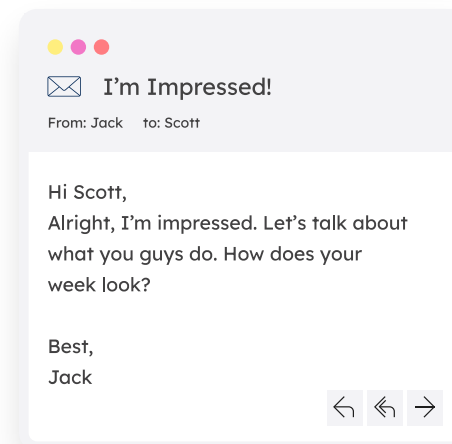
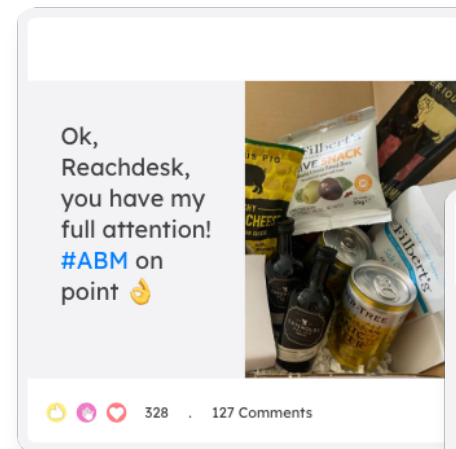
personalization into your social media ads, creating personalized landing pages for buyer's to arrive at and designing in-event experiences for them to get involved in.



Why personalization matters in the new B2B buyer's journey? *continued*

At all stages, personalize outreach by addressing prospects by their names in emails, as well as tailoring the content you send to their specific pain points. Direct mail and gifting can also be used to aid personalization efforts. For example, if you've found out that your prospect is a huge fan of baking, you could send them a personalized landing page where they can claim a new cake pan and personalized apron, as well as a link to an eBook that addresses their questions around your product or service. Each of these elements should form a part of your larger account-based marketing strategy, which is what will separate you from your competitors.

Remember that no one wants to be one of many. [72% of consumers](#) will only engage with messaging that is customized to their specific interests, so it's never been more important to incorporate it into the B2B buyer's journey.



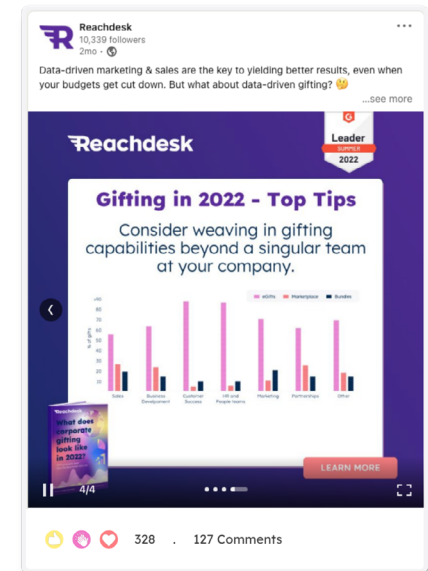
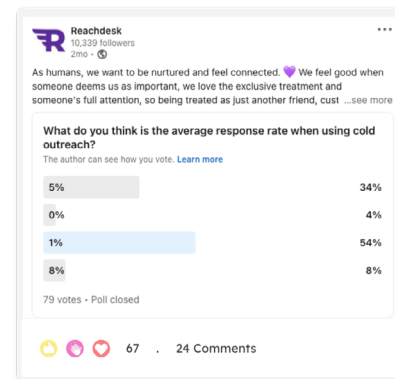
Which channels are effective for communicating with prospective buyers?

We know that creating experiences should be the goal for sales and marketing teams, and personalization is a big part of that. But understanding where your potential customers are is the key to enabling them to discover your offering.

Here are the channels you should be focussing your efforts on to create magic moments during the buyer's journey. Bear in mind that each of them often interlink:

Social media

Social media is a great tool for businesses to utilize at the awareness stage of the buyer's journey. Both organic and paid ads can be used for discovery purposes by buyers



wanting to find out more about your product or service. For B2B, focus on channels like LinkedIn and Twitter and use them to distribute helpful content like videos, infographics, and eBooks. Remarketing ads on social media could also be used to prime buyers in the decision stage.

Which channels are effective for communicating with prospective buyers?

continued

Direct mail

Direct mail and gifting should be used to create magic moments along the buyer's journey. Use it in conjunction with social media ads to direct awareness stage buyers to your website where they can claim a coffee voucher along with a content download. At the consideration stage, send a competitor comparison sheet over to your potential customers, along with a gift basket of treats to enjoy. At the decision stage, send them branded swag to cement the relationship and show them they're already part of your tribe.

To make sure you're creating valuable experiences for potential customers when during the buyer's journey, there are three key questions you can ask yourself when gifting:

- ★ What physical gift will surprise and delight this person?
- ★ Why is this gift relevant right now?

- ★ Will sending a gift at this stage of the journey help me stand out and propel the conversation to the next stage?

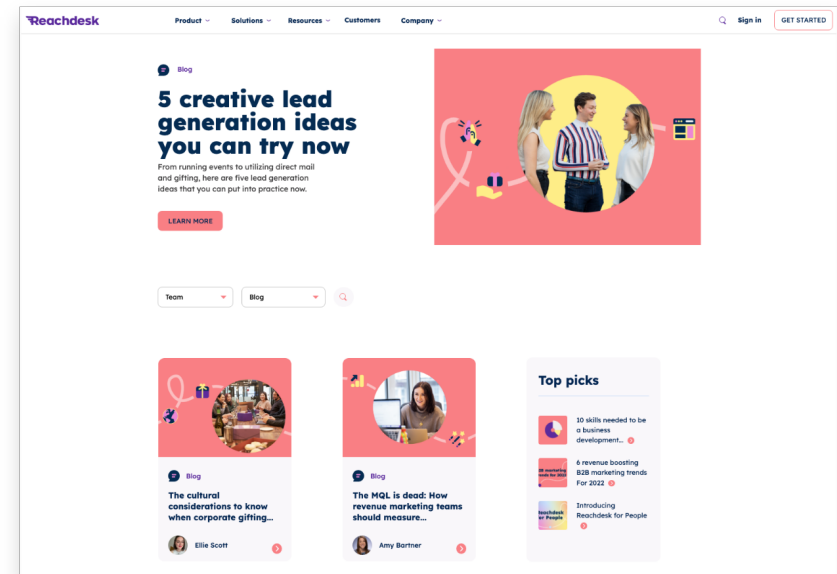
To find out more about how gifting can enhance your ABX strategy, take a look at our [ABX gifting playbook](#)



Which channels are effective for communicating with prospective buyers? *continued*

Blog

[70% of people](#) get information from blogs rather than traditional advertisements, so informative and educational best practice blog posts are ideal for targeting buyers during the consideration stage of the journey. Focus on SEO-researched topics that answer any questions your potential buyers might have about your product or service, and provide solutions to their pain points with your content. Share these thought leadership pieces, tips and tricks posts, and educational blog content for free on social media to build trust and empower your sales team to distribute this content in the later stages of the buyer's journey, too.



Which channels are effective for communicating with prospective buyers?

continued

Events

Both virtual and in-person events can help buyers along their journey and create memorable experiences for them at the same time. Whether it's a Lunch and Learn, demo, or a full-blown conference that you're holding, it's important to be clear on the aim of your event - are you trying to increase brand awareness, create brand advocacy, or sign up new customers? Once you know this, you can tailor each event to the stage of the buyer journey that the attendees are at accordingly.

Create experiences for attendees at the awareness stage by providing a QR code for your visitors to scan whilst at your booth, which enters them into a prize drawer to win personalized sneakers. If it's a decision stage Lunch and Learn, send a lunch voucher to attendees before the session to secure your potential buyer's attendance.

For more tips on how field marketers can utilize gifting to make events more engaging and effective, read our [field marketing gifting playbook](#).



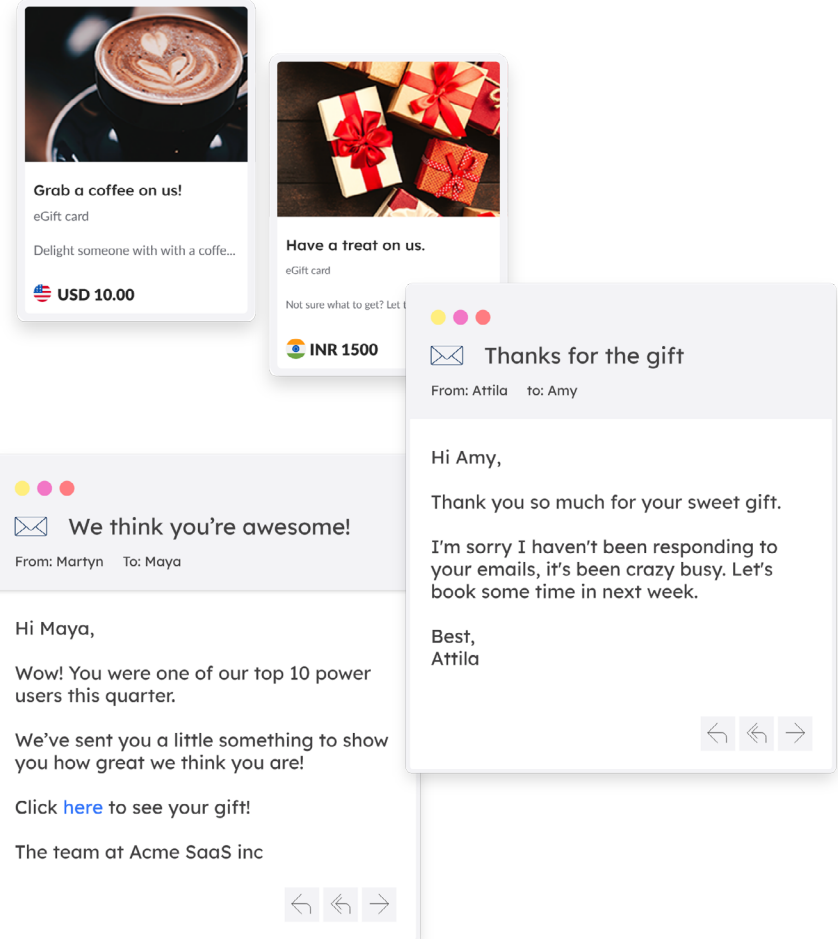
Which channels are effective for communicating with prospective buyers?

continued

Email

Emails are still a solid contender when you're looking to get your prospective buyer's attention. But even the most expertly crafted email can get lost in the noise of an overcrowded inbox. At all stages of the buyer's journey, ensure your emails get read by reaching out with relevant content, offering a personalized experience, and offering a gift to the recipient.

Empowering your potential customers during the buyer's journey could be as simple as sending a LinkedIn message with a link to an article you think they might like, or it can be a full direct mail and gifting campaign that catches their eye. Either way, it's all about creating memorable experiences early on that build relationships later down the line.

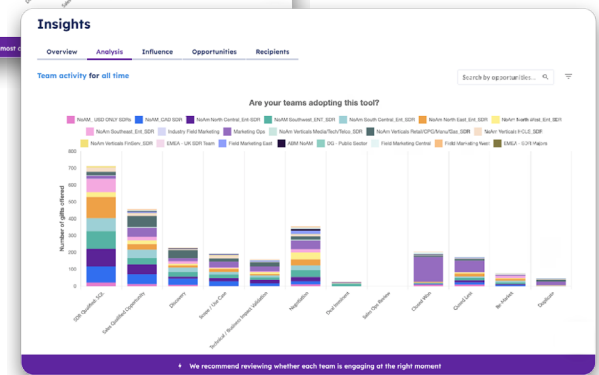


What data should you be looking at to measure success along the B2B buyer's journey?

With budgets getting smaller and margins tighter, marketers want guarantees that their chosen tactics will guarantee success. Taking a data-driven approach is a must, so here's what you should be measuring:

- ★ Meetings booked
- ★ Opportunities created
- ★ Pipeline built
- ★ Conversions across all three
- ★ Revenue generated

Ultimately, when you have prospects booking meetings with your sales reps, falling in love with your solution, and making a purchase, that's when you know your strategy is working.



3 tips for making the buyer journey more engaging

#1 Create great content that provides solutions for the buyer

Content has the power to educate and help build relationships between buyers and businesses. Therefore, having a robust content strategy for producing blogs, customer case studies, eBooks, guides, and whitepapers is vital for providing insight and value to your prospects and customers.

Positioning your brand as a source of truth and knowledge instills credibility and empowers buyers who seek out the content you publish. Not to mention the benefits from an SEO perspective! Make sure to keep at least some of your content free and ungated, and repurpose it for specific accounts and buyers, creating bespoke experiences for them with content that directly speaks to their needs.



3 tips for making the buyer journey more engaging

continued

#2 Incorporate direct mail into every aspect of the buyer journey

Implementing corporate gifting and direct mail into your strategy can generate significant ROI, boost brand awareness, and drive engagement - so it's a no-brainer! There are opportunities to gift all the way through the buyer's journey, from prospecting to signing the deal. To create memorable experiences for prospective buyers and get results, try using direct mail as an incentive on your ads, as event follow-up and gift within your community via LinkedIn.

#3 Connect with buyers on a human level

Treating people like people should be at the core of everything you do because it's people who make businesses, not the other way around. Creating memorable customer experiences is the defining principle of ABX and to do this, you must empathize with buyers on a human level. That means truly wanting to alleviate their pain points and finding smart solutions to do so.

Wrapping up

The modern B2B buyer's journey should aim to engage buyers by creating unique experiences for them to enjoy. They should be surprised, delighted, and educated through thought leadership, content and social, and physical presence. It's through putting these steps in place that sales and marketing teams will convert buyers into customers and create advocates in the process.

We'd love to hear from you

For help and support, and if you have any questions, get in touch with us at hello@reachdesk.com.

[Request a demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.

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