



The Changing Face of B2B Marketing



MYTHS EVERY B2B MARKETER SHOULD KNOW

Myth 1:

Millennials Aren't Making
B2B Business Decisions

Reality:

75% of all B2B
decision makers
are millennialst



Myth 2:

B2B Marketing Should Target
The Highest-Level Executives

Reality:

B2B researchers, rather than
top-level executives, have most
influence over purchase decisions.



Myth 3:

Branded Searches Should Be The Focus Of Your Search Strategy

Reality:

71% of B2B researchers start their research with a generic search

The Google survey also revealed that B2B researchers did 12 searches prior to engaging on a specific brand and that they were already 57% along the path to a decision before even performing an action on your site.

Therefore, a significant opportunity exists for B2B marketers (and in particular smaller businesses) to capture the attention of researchers before they engage branded results.



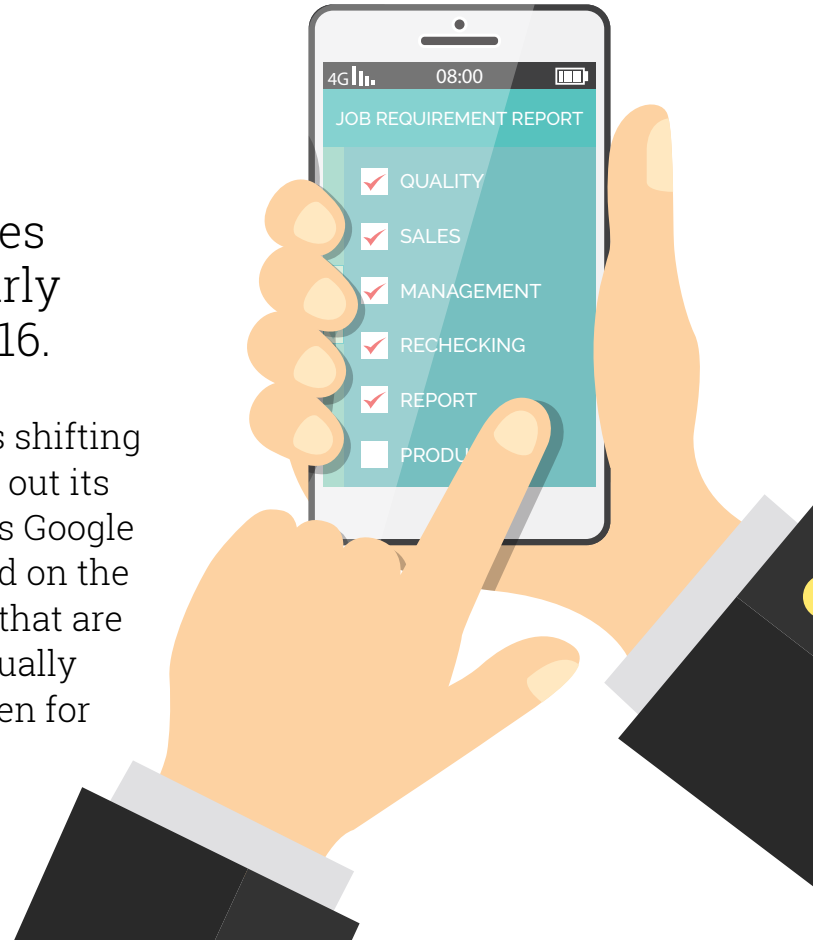
Myth 4:

Not Many B2B Researchers Use Mobile

Reality:

60% Mobile dominates search with nearly 60% usage in 2016.

The trend towards mobile based searches is shifting so rapidly in fact that Google started rolling out its mobile-first index late last year. This means Google will create and rank its search listings based on the mobile version of content, even for listings that are shown to desktop users. They plan to eventually switch exclusively to mobile indexation, even for desktop searches.



91% growth in B2B researchers using smartphones throughout the path to purchase



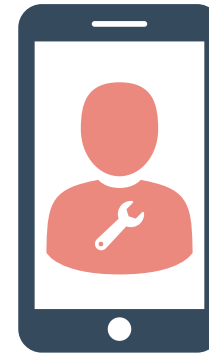
Inspiration



Research



Purchase



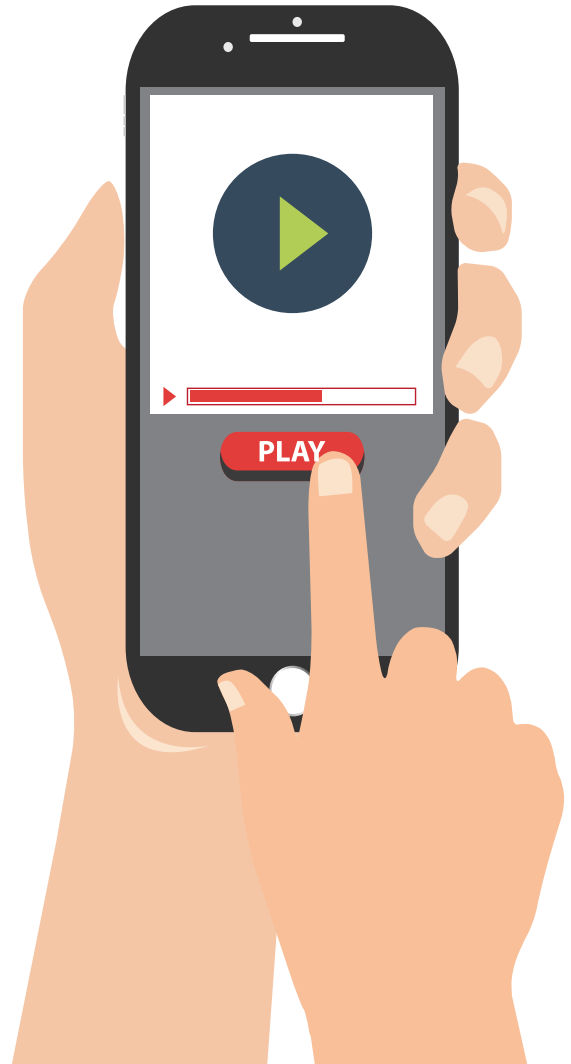
Post Purchase

Myth 5:

Video Is Watched Solely
To Gain Awareness

Reality:

B2B researchers watch video
during the entire path to purchase



WHO ARE MILLENNIALS?

The millennial generation are true digital natives and unlike any other that came before it.

The oldest members of the group were born around 1980, and that means they've never known a world without the modern-day internet.

When millennials joined the work-force, half of all Australian's were using email regularly, BlackBerries had been the coolest handheld device on the market for several years and online search engines were already a part of daily life, not forgetting that Yahoo was "crushing it".

