

The B2B Digital



MARKETING

• Mountain •

B2B PURCHASE DECISIONS

often involve the consideration of a number of parties,
as the end user of the product or service
is typically not the person who is actually buying.





THE DECISION MAKER,

are often not directly looking
for what you are selling.



DIGITAL MARKETING MOUNTAIN

help explain the varying stages of B2B Buyer Awareness.

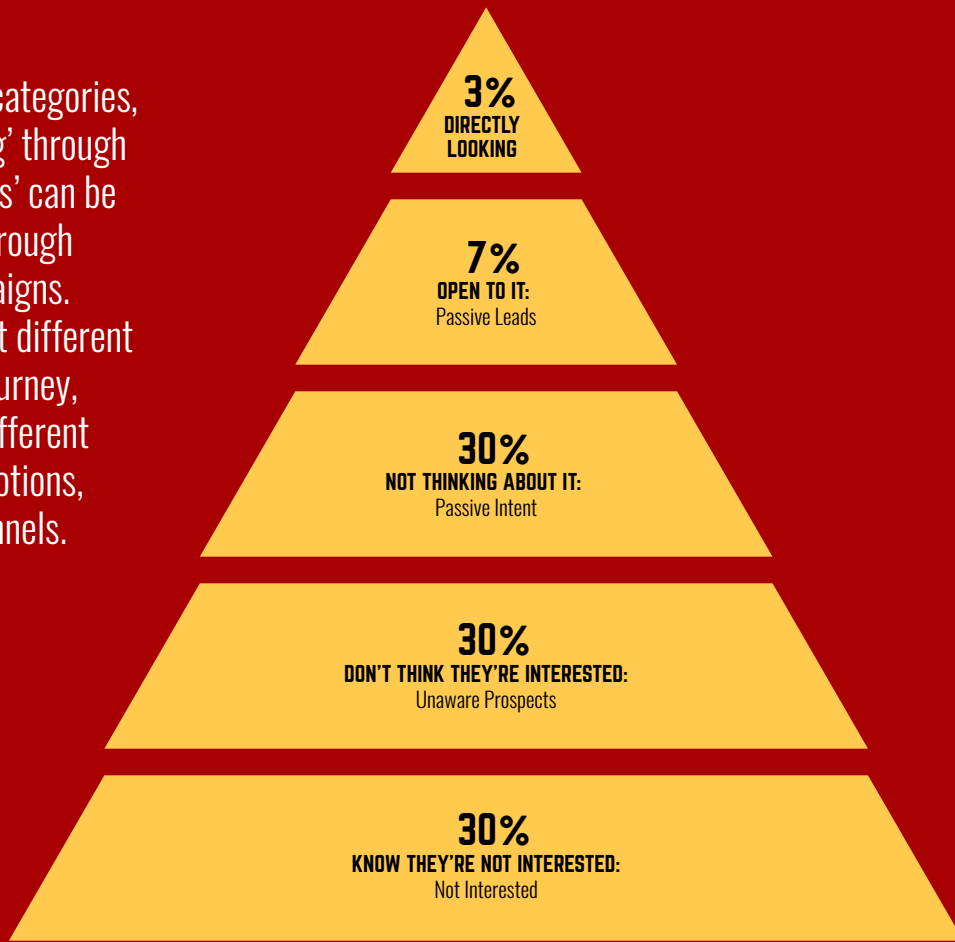
By applying this, B2B marketers can better understand their audiences and the marketing messages and channels that can be most effectively used in order to move the prospect towards the peak, where they are directly looking for your services.

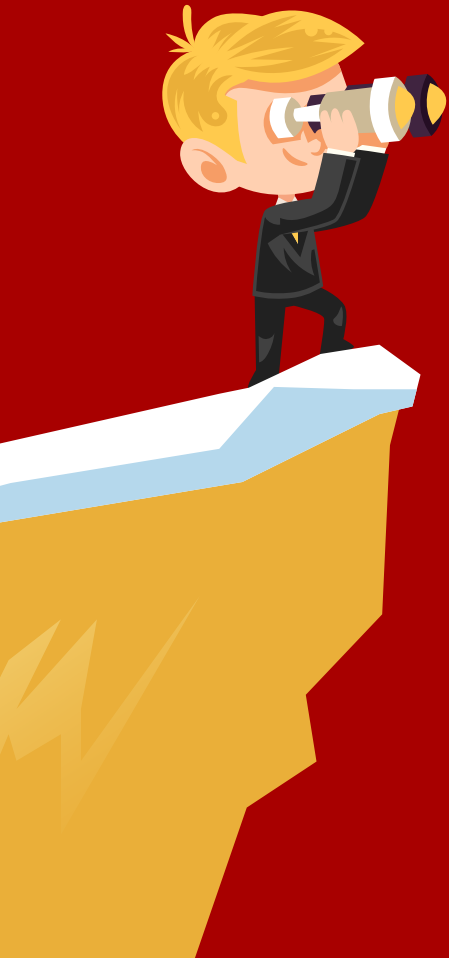


**THE DIFFERENT
STAGES OF
BUYER
AWARENESS**



Each of the first four categories, from 'Directly Looking' through to 'Unaware Prospects' can be relevantly targeted through B2B marketing campaigns. These categories sit at different stages of the buyer journey, with each requiring different communications, promotions, offers and digital channels.





DIRECTLY LOOKING

Prospects who are in the buying process and are actively looking for the products or services that your business provides. These prospects will be using search engines to research and evaluate their options before finally deciding on a solution.

“ 81 percent
of B2B purchase cycles
start with a web search ”

As this audience is actively researching your products and services, targeting should be primarily search engine based on paid ads and Search Engine Optimisation. The most effective keywords to use should be associated with buying intent and evaluation of alternatives.

OPEN TO IT

The 'Open to It' group is made up of prospects who are aware they have a need for your products or service and are passively considering their options. These prospects still have to go through the evaluation process, but require a direct communication approach to drive action.





NOT THINKING ABOUT IT

This group requires broader communication options to influence the motivations, overcome their objections and convert them into 'consideration' mode.

For this group, communications should focus on demonstrating how your products or services can help their business.



DON'T THINK THEY ARE INTERESTED

These prospects are unaware of the problems that your products or services can solve, and as such it is much more difficult to engage them.

This group are 'cold prospects', who are well qualified but that have little or no awareness of your company. They can be reached through a range of advertising methods such as public relations, cold calling and networking to showcase your unique selling proposition.

KNOW THEY ARE NOT INTERESTED

This group is made of people who do not have the need for your products or services, who are not relevant to your business and should not be a focus of marketing efforts.





WHAT THIS MEANS FOR B2B MARKETERS

Your marketing budget is not exhaustive, and it's important to focus your resources (both time and financial) on the segments that are most likely to give you results. Targeting the 'Directly Looking' segment only will give you some quick wins, however, you are likely to run out of prospects very quickly.

For more information on increasing awareness of your services in your target audience, don't hesitate to get in touch with The Lead Agency.