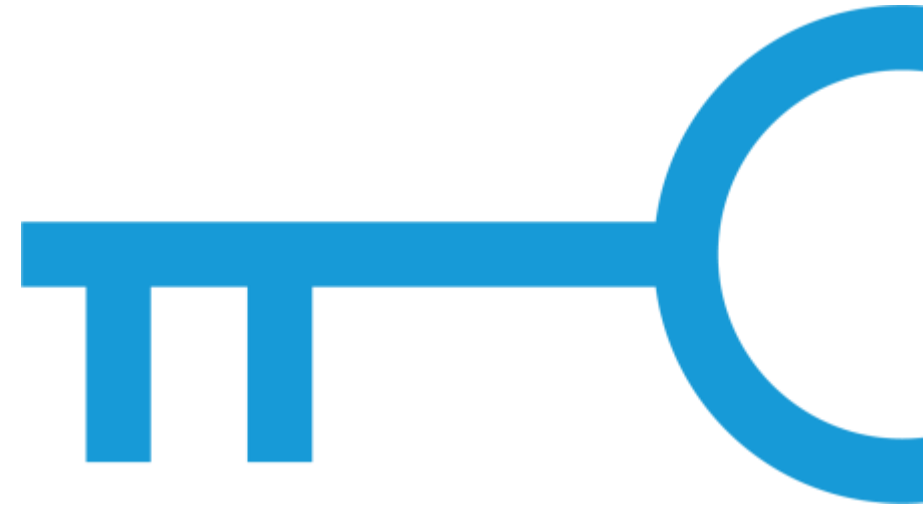




**KEY INITIATIVE**  
**B2B Buyer Insights**



# Overview: B2B Buyer Insights

## Top Challenges and How Gartner Can Help

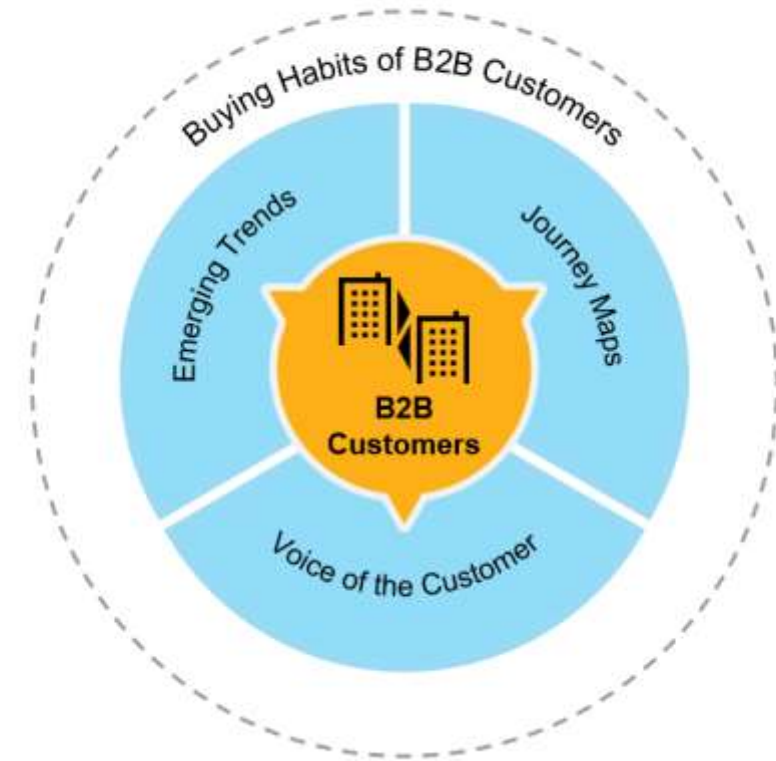
Optimize your marketing tactics for today's buying environment by embracing what works and changing what does not. Gartner can help you find solutions to the following questions:

- What opportunities exist to accelerate enterprise and small-business customers' purchase journeys?
- How can marketers drive account growth with existing customers?
- What marketing tactics influence small business owners today?

## The topics we cover include:

- **Enterprise customer insights and trends:** Data-based findings on B2B customers' attitudes, preferences and behaviors
- **Small business insights and trends:** Data-based findings on small business owners' attitudes, preferences and behaviors

## B2B Buyer Insights



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# Challenges with Improving B2B Buyer Insights

## 1 Audiences are evolving in size, demographics and sophistication

- Large-enterprise buying groups have nearly doubled in size since 2015, with a mean of 9.2 individuals now involved in B2B purchase decisions.
- The small business market makeup is also changing: millennials, women, and serial entrepreneurs/multi-business owners are emerging segments, and all owners are increasingly tech-savvy.

## 2 Buyer journeys are increasingly complex, obscured, and lengthy

- 61% of large-enterprise customers, and 90% of small business owners visit the website of potential suppliers during the research journey.
- In a typical B2B purchase, large-enterprise customers say they spend ~70 hours resolving contradictory information about potential suppliers (15% of total purchase time).
- 34% of small business owners say their biggest research frustration is wading through “too much [supplier] information.”

## 3 Buyers expect consistency in experiences across multiple (digital and live) channels

- Large-enterprise customers interact almost equally with supplier websites and live sales reps; small business owners use mobile web, social media, and email *in addition* to web and live reps.
- Small business owners who use two *integrated* supplier channels have a median spend increase of 20% over owners who use two *siloed* channels. And median spend increases with every further integrated channel added.

# Questions Your Peers Are Asking

## Topics

## Key Client Issues

### Enterprise Customer Insights and Trends

- What are the emerging trends amongst enterprise customers today, and how should marketers respond?
- What channels do business buyers use during their purchase journey?
- What content breaks through to business buyers?

### Small Business Insights and Trends

- How do small business customers think, act, and behave differently from other customer segments?
- What channels are small business owners using today during their purchase journey?
- What are small business owners' pain points?

# Capabilities Support Each Stage of Your Initiatives

## Diagnose Current State

**Understand** changing customer behaviors with research such as [Owner Values vs. Consumer Values](#) and [Adapt to Changing B2B Buyer Behaviors with Inbound Marketing Techniques](#)

**Assess** the efficacy of your website with research on [Eliminating B2B Buying Complexity On and Offline](#), and [Enabling Effortless Contextualization – How Digital Channels Impact the Online Buying Journey](#)

**Judge** the benefits of an omnichannel vs multichannel approach with the [Channel Strategy Cost and Benefit Analysis Tool](#)

**Gauge** your marketing metrics with research on [How to Measure a Multichannel Marketing Campaign](#)

## Develop Your Plan

**Resolve** common research frustrations with [Small Business Research: Can Marketers Expect Returns From Providing an Omnichannel Research Experience?](#)

**Optimize** channel investments and sales support with guidance from Gartner's [B2B Top Channels Poster](#) and [Small Business Owners' Research Journey](#)

**Uncover** the keys to driving customer action with reports like [Identifying Unique Differentiators](#) and [Understanding Customer Mental Models to Create Effective Commercial Messages](#)

**Speak** to an expert to identify next-steps in advancing marketing's digital proficiency, understanding customers' mental models, and aligning marketing efforts against customer buying group tasks

## Execute and Drive Change

**Launch** your marketing initiatives with:

- [Motivating Advocates in a Consensus Sale](#) (Ignition Guide)
- [Buyer Enablement Toolkit](#)
- [Mapping B2B Customers' Buying Journey](#) (Ignition Guide)
- ["Jobs To Be Done" Customer Journey Mapping](#)

**Create** effective messaging and content with research like [Leverage B2B Buyer Personas to Personalize Demand Generation Programs and Engage Buying Teams](#) and [Engage Business Buyers With Relevant, Helpful Content](#)

**Boost** commercial success with our guide on [How To Stimulate Your Sales Enablement Program](#), and research on driving loyalty, cross-sell, and advocacy amongst small business customers

# Gartner Support Organized Against Your Timeline

Activity Roadmap		
Initiative	0-90 Days	91-180 Days
<b>B2B Buyer Insights</b>	<ul style="list-style-type: none"> <li>▪ <b>Key Resources:</b> Receive short list of key resources, including <a href="#">Eliminating B2B Buying Complexity On and Offline</a> and <a href="#">Enabling Effortless Contextualization – How Digital Channels Impact the Online Buying Journey</a></li> <li>▪ <b>Actionable Research:</b> Build understanding of the B2B market with <a href="#">Owner Values vs. Consumer Values</a> and <a href="#">Adapt to Changing B2B Buyer Behaviors with Inbound Marketing Techniques</a></li> <li>▪ <b>Consultation:</b> Speak with an expert to identify opportunities for reducing complexity in the buyer journey, and to improve alignment between marketing and sales</li> <li>▪ <b>Actionable Guidance:</b> The <a href="#">B2B Top Channels Poster</a> and <a href="#">Small Business Owners' Research Journey</a> to ensure you're targeting B2B buyers on the right channels, with the right resources</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Live Events:</b> Join your peers at live events for B2B marketers focused on understanding current trends and issues, workshopping shared challenges, and applying marketing best practices</li> <li>▪ <b>Consultation:</b> Speak with an expert about how to foster seamlessness between digital and other channels in an omnichannel environment, and how to more successfully measure multichannel campaigns</li> <li>▪ <b>Step-by-step Guidance:</b> Review the step-by-step guide for <a href="#">Mapping B2B Customers' Buying Journey</a> (CEB Ignition™ Guide) with an Executive Advisor</li> <li>▪ <b>Consultation:</b> Speak with an expert about how to create content and messaging that reflects your unique differentiators, aligns to buying group tasks, and fosters forward movement through the buying journey.</li> </ul>

# Comprehensive Support Across Marketing

## Advertising

- Advertising Channels and Formats
- Advertising Strategy
- Programmatic Advertising

## B2B Buyer Insights

- Enterprise Customer Insights and Trends
- Small Business Insights and Trends

## Branding and Value Proposition

- Brand Architecture
- Brand Investment, Measurement, and Gov
- Brand Positioning, Values, and Messaging

## Content Marketing

- Content Marketing Best Practices
- Content Marketing Strategy
- Content Marketing Operations

## Consumers and Culture

- Consumer Communication Channels and Buying Platforms
- Cultural and Societal Shifts
- Your Future Consumer

## Customer Experience Leadership and Management

- Customer-Centric Culture
- CX Measurement and Business Benefit
- CX Strategy, Organization and Governance

## Demand Generation and Sales Enablement

- Account-Based Marketing
- Lead Management
- Sales Partnership and Sales Support

## Digital Commerce

- Digital Commerce Performance Optimization
- Benchmark Your Amazon Performance
- Digital Commerce Strategy

## Customer Experience Design and Execution

- Customer Needs, Expectations, and Perceptions
- CX Processes and Methodologies
- CX Project Planning, Prioritization, and Execution

## Marketing Data and Analytics

- Customer Insight and Analytics
- Marketing Measurement
- Data Management and Analytics Technology

## Marketing Technology & Emerging Trends

- Critical Capabilities and Best Practices
- Emerging Trends
- Vendor Landscape and Selection

## Multi-Channel Marketing

- Multichannel Marketing Best Practices
- Multichannel Marketing Strategies
- Multichannel Marketing Critical Capabilities

## Marketing Organization and Operations

- Marketing Budget and Resource Management
- Marketing Structure, Talent and Training
- Marketing Operations
- Agency and Service Provider Management

## Mobile Marketing

- Mobile Marketing Strategy
- Mobile's Role in Multichannel Marketing
- Mobile Marketing Technology, Agency and Vendor Management

## Search Strategy and Execution

- Search Performance Benchmarks
- Search Strategy
- Search Management, Measurement and Optimization
- Search Vendor Selection

## Social Marketing

- Social Marketing Strategy
- Social Marketing Management, Measurement and Optimization
- Social Marketing Technology, Agencies and Vendors

## CMO Strategy and Innovation

- Marketing Strategy and Development
- Creating and Managing Disruption
- Marketing and Business Innovation Acceleration
- Marketing Leadership and Organizational Effectiveness
- Marketing and Business Innovation Acceleration

## Market Insight and Analytics Management

- Insight and Analytics Talent and Processes
- Internal Influence
- Insight and Analytics Measurement and Business Impact

## Digital Performance Benchmarks

- 28 industry sectors