

21st Century B2B Marketing

How B2B Buyer's Buy

Content in Context

CEB Marketing Leadership Council Research Study says...

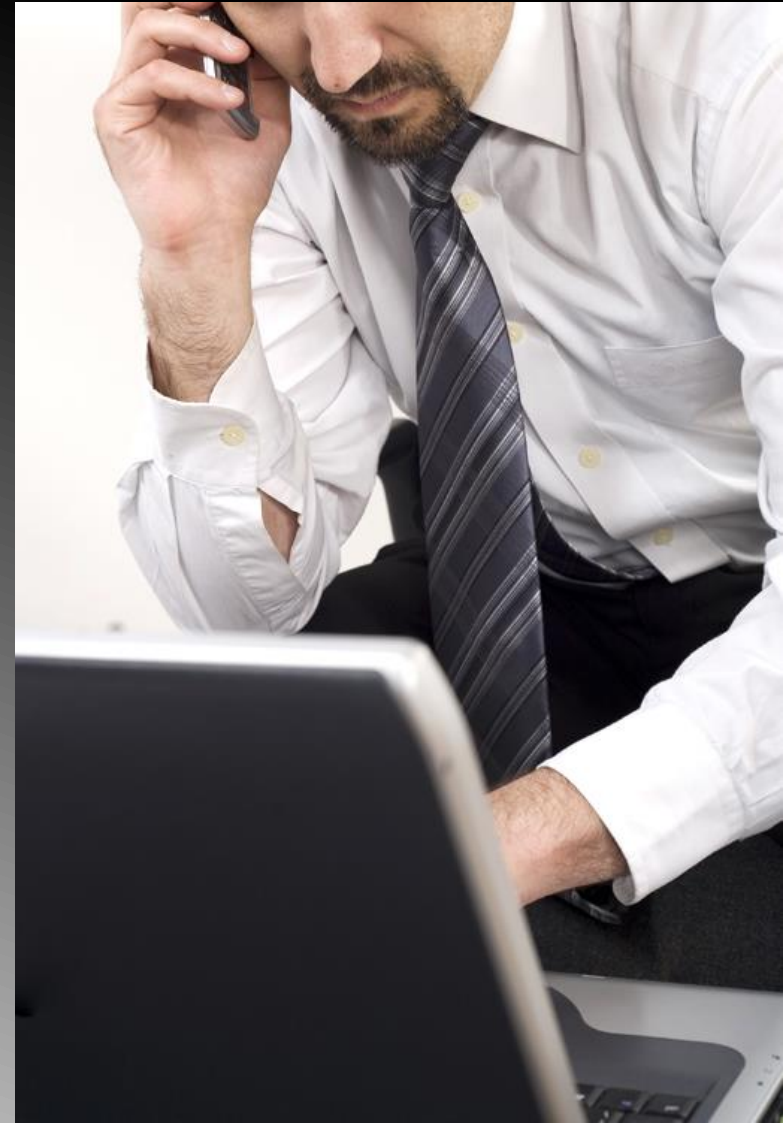
Today's B2B purchasing decisions are **self-driven** through independent research while buyers...

- Juggle conflicting priorities
- Operate under-staffed
- Are time deprived
- Want information on their terms



Forrester Research, Inc. found business buyers perform many activities...

1. Discover
 - Learn
 - Commit to change
 - Understand
2. Explore
 - Define requirements
 - Identify solutions
 - Build business case
3. Buy
 - Compare alternatives
 - Make decision
 - Acquire solution
4. Engage
 - Measure success/share results
 - Participate in user groups/communities
 - Adopt and use solution



Research from Sirius Decisions, a leading global B2B research and advisory firm, shows ...

“Business-to-business customers have 70% of the purchase decisions completed before they ever contact the company.”



So... If B2B Buyer's Buy

- ...by learning on their own terms
- ...through multiple research and decision-making steps
- ...making 70% of the purchasing decision before contacting you

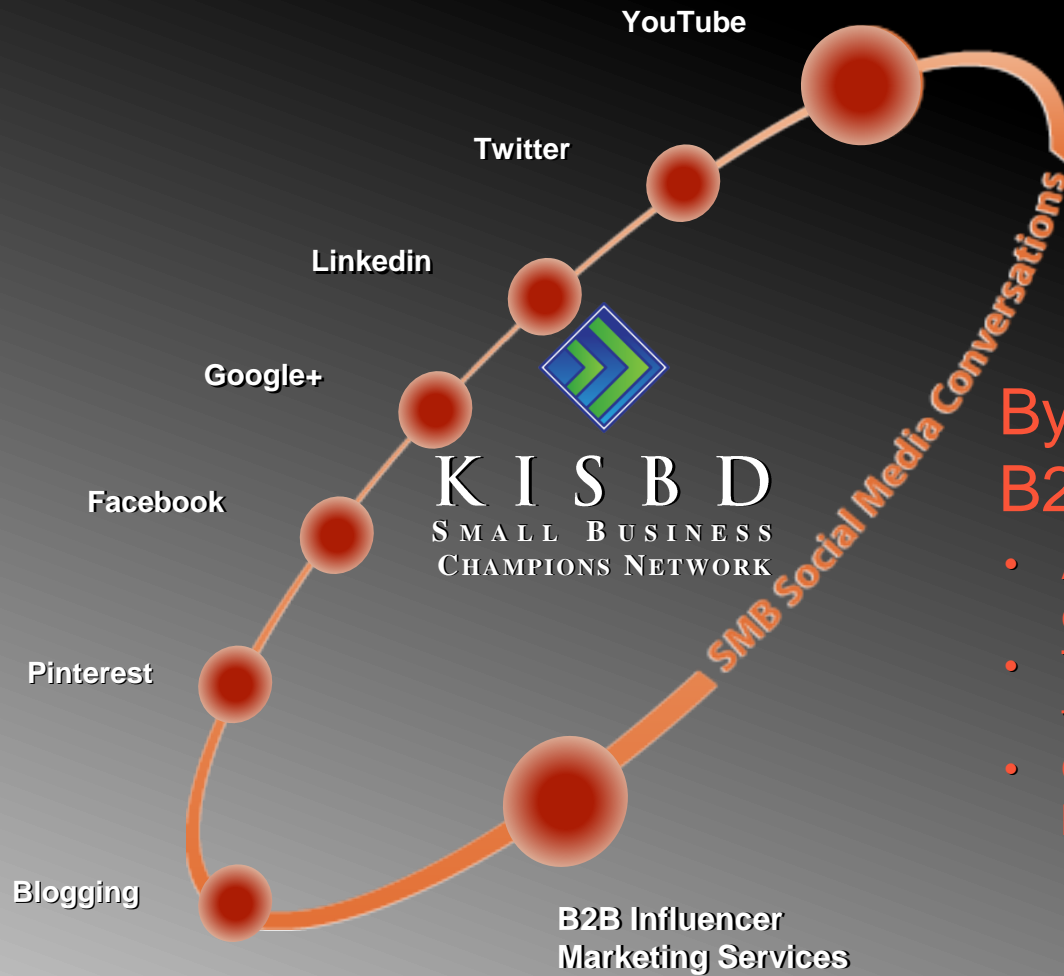
How can you best reach and influence them





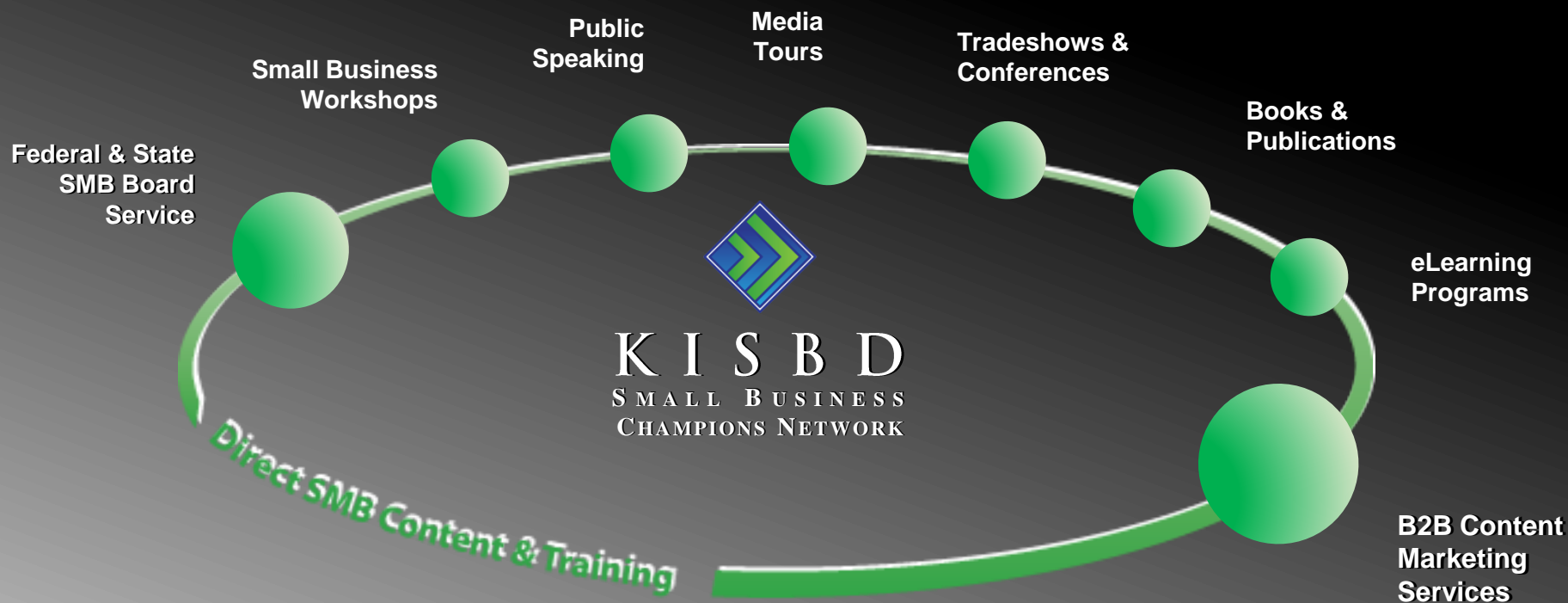
By Leveraging B2B Experts
to Tell Your Story...

- Across multiple niche markets
- Via online venues
- Via offline venues



By Influencing B2B Conversations

- Across multiple channels
- Through 3rd party trusted experts
- On an ongoing basis



By Delivering Content in Context

- Educationally focused
- Validated credible source
- On and off-line

- Multiple SMB channels
- 4 million SMB ecosystem
- 62% C-level decision-makers
- 18% Start-up, self-employed
- 11% Middle managers
- 5% Administrators
- 4% Engineers, technical

**Delivering
B2B Content
in Context**



**Influencing B2B
Conversations**

**Leveraging
B2B Experts**

Get Connected

Become a part of the KISBD Small Business Champions Network

Influence B2B Purchasing Decisions to Grow Your Business