

B2B BUYERS ARE CHANGING.

Is your B2B marketing strategy?



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B2B BUYERS ARE CHANGING, AND IF YOUR APPROACH TO MARKETING DOESN'T CHANGE (OR HASN'T CHANGED) WITH THEM, YOU ARE LIKELY TO LOSE OUT.

According to a study by The B2B Institute (Work in BETA: The Rising B2B Decision Makers) millennials* have officially grown up. They are moving through the ranks and taking on leadership roles in the workplace.

*Millennial: A person reaching young adulthood in the early 21st century, generally accepted as being born between 1981 and 1996 (i.e. aged between 25 and 40 years old.)



The first cohort of digital natives are assuming positions of seniority in business. A generation who have always used cloud-based services and collaboration tools, and whose professional experience **doesn't** pre-date search, e-commerce and the ready availability of professional communities and tools like LinkedIn.

According to B2B International, millennials will make up 44% of the workforce by 2025. In their study they could see that 74% of 21 to 40

year olds were involved in making buying decisions for their companies and that **they're already driving a digital approach to B2B selling.** For example, 51% of them (versus 33% of other professionals) perceive digital products to be more personalized vs. analogue.

A different generation, with different views and different ways of doing things are becoming significantly, and increasingly important.

“ B2B buyers have become digital-first, carrying out their research remotely and making decisions across distributed teams. This has completely changed the traditional B2B buyer-seller relationship and B2B marketing. ”

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MARKETING: WHAT MAKES PEOPLE CLICK?

How to convert interest into action.

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THE SUCCESS OF PRETTY MUCH ANY DIGITAL MARKETING ACTIVITY DEPENDS ON GETTING PEOPLE TO MAKE THAT 'LAST CLICK'

- the one that converts interest into action (e.g. making a purchase, signing up to an email newsletter, downloading a white paper or eBook etc.).

There are dangers to solely focusing on the last click when putting together a marketing strategy, but that 'last click' is undoubtedly a crucial part of digital marketing.

So much so that landing pages, designed to help improve 'last click' performance, have become an instrumental part of digital marketing. These standalone web pages are designed with a single focus or goal in mind, usually represented by a strong single-minded call to action. The content of these pages matches the intent of the ad or email visitors clicked on to reach it. Their aim is to increase conversion rates i.e. turn interest into action.

Much of the best practice and advice on landing pages is centred on 'practical' issues such as landing page content, design and layout.

Listed on the following pages are some of the key 'practical' considerations that landing pages need to take into account to be successful. Many of these considerations can also be applied to good effect to your marketing communications.

SIX PRACTICAL TIPS FOR CREATING SUCCESSFUL LANDING PAGES

1. MAKE SURE LANDING PAGE CONTENT MATCHES YOUR ADS / SOURCE CONTENT.

Ensure that you're sending people to a page that matches their expectations. At first sight, visitors should know that they've made a 'good click' - landing page copy and design should match that of the ad you're running or source content that you've created.

2. KEEP KEY INFORMATION / THE CALL TO ACTION 'ABOVE THE FOLD'.

The area that's visible on a screen before scrolling down (the area 'above the fold') is highly valuable and your landing page needs to be designed to make the most of it.

3. BE CLEAR, BE CONCISE.

- This especially applies to content 'above the fold' but should be observed across the whole landing page
- Keep headlines and calls to action short, clear and highly visible
- Be 'minimalist' don't 'cram' anything more than you need onto the page
- Use clear, compelling copy that is straightforward and easy to read
- Clearly 'signpost' the page with strong visual directions / cues so that page visitors know where to go to / what to look at next
- Avoid any 'distractions' - remove website navigation and any unnecessary links from your landing page.

