

8 Tips To Evolve Your Business



1. HAVE A FOCUS

“Get niche and get big or get out.”



BUYERS ARE
48%
MORE LIKELY...

...to consider solution providers that personalise their marketing to address their specific business issues.¹

2. IDENTIFY YOUR PERSONAS

Create your ideal customer personas and promote content to the needs of each one individually.

3. CHANGE YOUR BEHAVIOUR

As buyer behaviour changes, you need to evolve with it.



OVER
48%
OF SUCCESSFUL...

...B2B content marketers document their content strategy.³

NEARLY
half...

...of B2B researchers are millennials (born in the 80s or 90s).²

4. HAVE A PLAN

Create a plan and understand your resources before implementing your changes.

5. BE PRODUCT EXPERTS

Define your product experts within your company, then intrigue and educate potential customers, through offering the right tools.

OVER
44%
OF MILLENNIALS...

...are more likely to trust experts and are 247% more likely to be influenced by blogs or social media.⁴

47%
OF B2B BUYERS...

...consume 3-5 pieces of content prior to engaging with a salesperson.⁵

6. CREATE USEFUL CONTENT

Encourage your target audience to build a relationship and start interacting with your company.



67%
MORE LEADS...

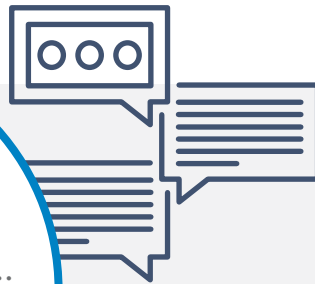
...are found by B2B marketers that use blogs over those that do not.⁶

7. BLOGGING

Build a reputation by answering your target audiences questions.

97%
OF B2B BUYERS...

...give more credence to content that includes peer reviews and user-generated content.⁷



8. REVIEWS

Encourage customer reviews. Buyers look for authenticity and trust before making their decision.

REFERENCES

¹ *Itsma Online Survey*, (PDF Download) March 2014 - Increasing Relevance with Buyer Personas and B2i Marketing, http://www.itsma.com/pdfs/research/ITSMAPersonasandB2i_AbbSum.pdf

² *Thinkingwithgoogle.com*, (Article) March 2015, <https://www.thinkingwithgoogle.com/articles/the-changing-face-b2b-marketing.html>

³ *Content Marketing Institute*, (PDF Download) - 2016 Benchmarks, Budgets and Trends - North America, http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf

⁴ *Hubspot*, August 2015 - 8 Modern Tips for Marketing to Millennials, <http://blog.hubspot.com/marketing/marketing-to-millennials#sm.0001y65kp08xv9thu1oywzoph1d>

⁵ *Demand Gen Report*, (Web) 2016 - 2016 Content Preference Survey, B2B Buyers Value Content that Offers Data and Analysis <http://www.demandgenreport.com/resources/research/2016-content-preferences-survey-b2b-buyers-value-content-that-offers-data-and-analysis>

⁶ *Hubspot*, (Blog) March 2015 - 6 Stats you should know about Business Blogging in 2015, <http://blog.hubspot.com/marketing/business-blogging-in-2015#sm.0001y65kp08xv9thu1oywzoph1d>

⁷ *Demand Gen Report*, (Web) July 2014 - B2B Content Preferences Survey, Buyers Want Short, Visual, Mobile-Optimized Content <http://www.demandgenreport.com/industry-topics/content-strategies/2746-b2b-content-preferences-survey-buyers-want-short-visual-mobile-optimized-content.html>