

A nighttime aerial view of a city skyline, featuring the Burj Khalifa as the central focal point. The city is illuminated with various lights, and a network of white lines with dots at the intersections is overlaid on the image, connecting different parts of the skyline. The text 'B2B' is prominently displayed in red on the left side.

B2B

Die Pfadfinder-Session

Zum Aufwärmen – Trends im B2B Marketing



Millennials spend the most time in the decision-making process, and in more information channels, than other generations. They also want this process to be effortless, and efficient.

- The Generational Differences In B2B Decision Making

8

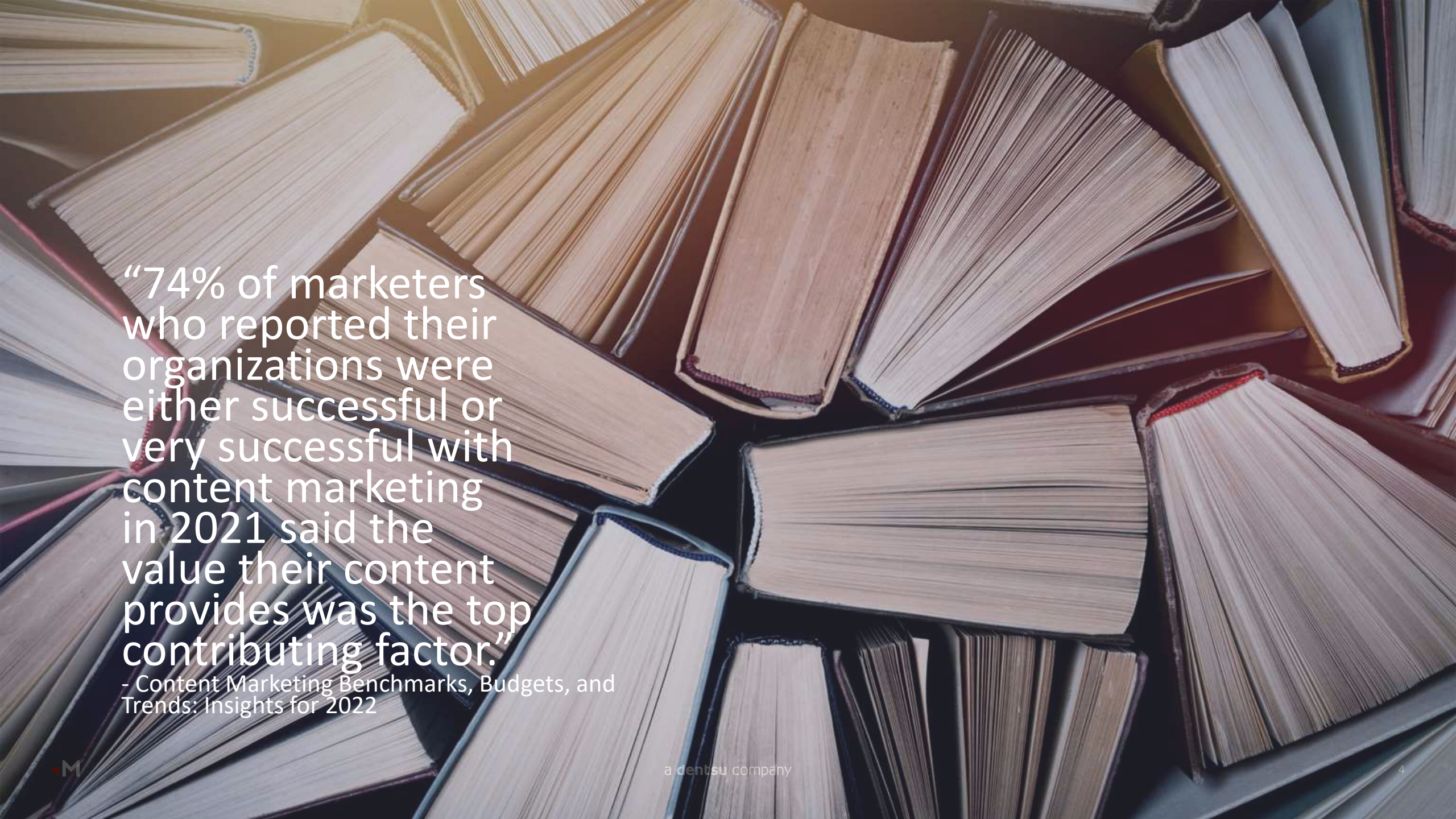
Baby Boomers

13

Millennials

12

Gen-X



“74% of marketers who reported their organizations were either successful or very successful with content marketing in 2021 said the value their content provides was the top contributing factor.”

- Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022

“75% of B2B buyers
and 84% of C-level
executives consult
social media before
making purchasing
decisions.”

- Top 22 Reasons for Social Selling in '22

59 percent of B2B marketers say they do not use buyers' past behavior, content history or CRM engagement to serve content that is relevant to their particular needs or stage in their journey.

- 2021 State of B2B Buyer Enablement Report

“Nearly three-quarters of companies expect their own ecommerce sites to generate more than 40% of their total revenue by 2025.”
And, even in a post COVID-19 lockdown world, that number is likely to rise.

- Digital Commerce 360 survey

Die B2B Customer Journey aus verschiedenen Blickwinkeln



4 Google Suchintentionen

Know / Informational

Die Intention des Users ist es, Informationen zu finden. Google unterscheidet zwischen „Know“ und „Know Simple“ Suchanfragen. Der Unterschied ist, dass „Know-Simple“ Suchen eine kurze Antwort haben.

Do / Transactional & Commercial

Bei „Do“ Intentionen möchte der User mit dem Suchergebnis eine Aktion ausführen. Dies geht demnach über reinen Wissenszuwachs hinaus. Google charakterisiert diese Suchintention mit dem Wunsch nach einem Download, Kauf, Unterhaltung oder Interaktion mit der Website oder einer App. „Transactional Queries“ und „Commercial Queries“ unterschieden. In beiden Fällen hat der User die Absicht etwas zu tun. Jedoch hat die transaktionale Suchanfrage keine direkte Kaufabsicht.

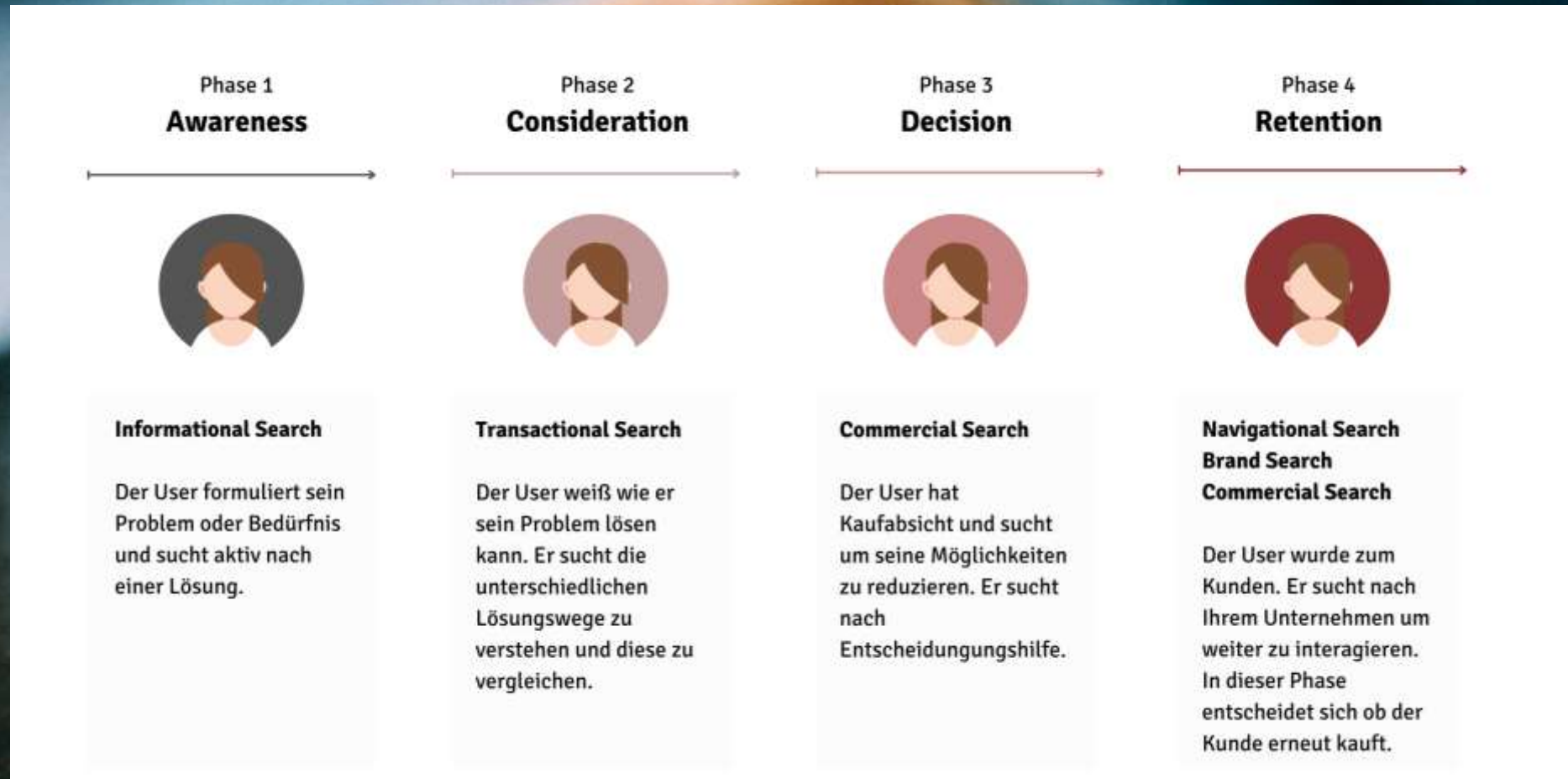
Website / Navigational / Brand

Diese Suchanfragen haben eine konkrete Website zum Ziel. Die Userintention ist es diese Website aufzurufen. Dies setzt voraus, dass der User zumindest den Markennamen des Unternehmens kennt. Es wird in „Navigational Queries“ und „Brand Queries“ unterschieden. In beiden Fällen ist das Unternehmen oder die Marke bekannt. Im Fall von „Navigational“ kann aber eine Unterseite das Ziel sein. Beispielsweise „LinkedIn Login“

Visit-in-Person

Die Visit-in-Person Intentionen sind hauptsächlich für mobile Suchen relevant. Google identifiziert damit jene Suchen die ein geographisch lokales Ergebnis nahelegen

Customer Journey aus Sicht der Google Suchintentionen



Touchpoints

- SEO
- Blog-Beiträge
- Social Media Posts
- Anzeigen
- Advertorials
- Messen und Events



.....●.....
“Not considered”
to “Considered”

Touchpoints

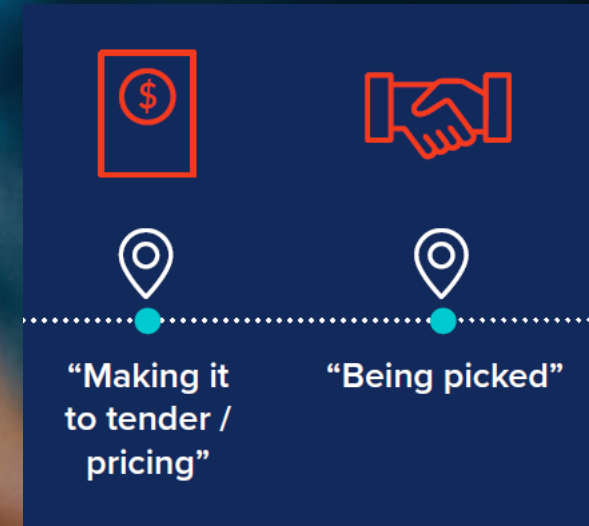
- Newsletter
- Retargeting
- E-Mail-Marketing
- Whitepaper
- Studien
- Produktseiten, Landingpages



“Surviving the
initial research
stage”

Touchpoints

- Vertriebskontakt
- Verkaufspräsentationen
- Case Studies
- Produktdemos
- Probeabos/Probeversionen
- Landingpages, Produktdatenblätter



Marketing-Maßnahmen

- Beratung
- Support
- Webshop
- Kundenbindungsevents
- Newsletter
- Geschenke/Give Aways
(Weihnachtskarten etc.)



“Surviving the
first year”

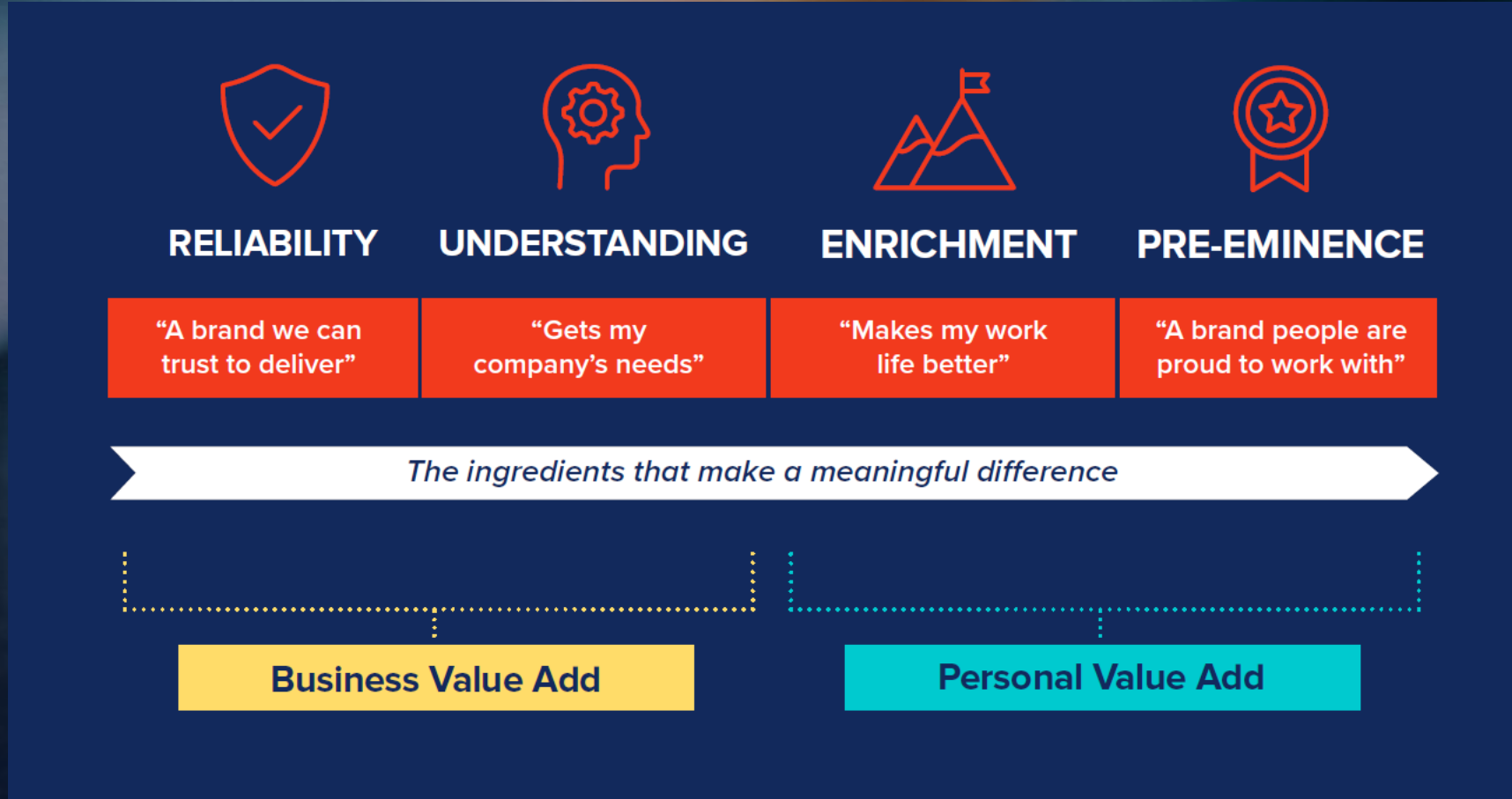
Marketing-Maßnahmen

- Umfragen
- Bewertungsmöglichkeit für den Kunden
- Beratung durch den Verkauf/Bestandskundenmanagement
- Einladungen zu Events
- Newsletter/weiterführender Content

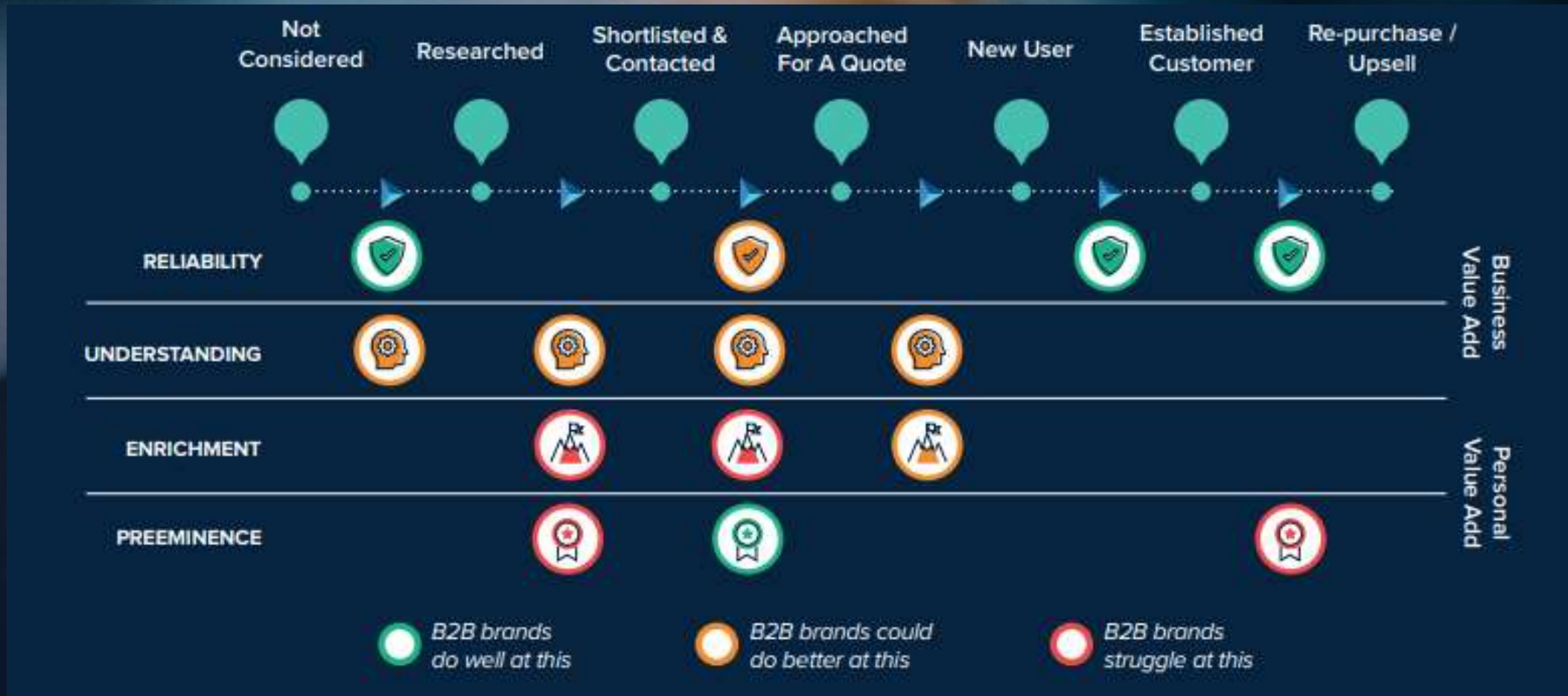


Die B2B Customer Journey

Die Sicht auf den Brand – Business & persönlich



Die Sicht auf den Brand – Business & persönlich



Die Sicht auf den Brand – Business & persönlich

 RELIABILITY	 UNDERSTANDING	 ENRICHMENT	 PRE-EMINENCE
"A brand we can trust to deliver."	"Gets my company's needs"	"Makes my work life better."	"A brand people are proud to work with."
Comply with regulations, law, industry standards & ethical practices	Approachable & transparent in their dealings with us	Makes it easy to recommend / endorse / sell their products / services	Active thought leaders in their category / sector
Takes steps to mitigate risks	Offer enough variety and choice	I feel safe signing a contract with them	Have a clear vision of and actively work towards fulfilling their obligations to society
Products and services just work and are not prone to fail		Working with them keeps me up to date / makes me more employable	Leaders in innovative products / services
Support us with expertise			
+	+	+	+
Consistently deliver on time and as specified	Quick to respond and can adapt to changing plans	Working with them teaches me new skills / knowledge	Have a progressive approach to all stakeholders
	Products and services can be customized		
	Provides the expertise, information, and support we need		

 **DREAM**  **DO**  **DELIVER**

