

# Reigns Supreme: Content in the B2B Buyers Journey

About eight years ago, **SiriusDecisions** (now owned by Forrester Research) did a study that proved that about 67% of the buyer's journey is now done digitally. While they were talking about B2B buying, the reliance on the internet for research and making buying decisions very much mirrored the behavior of consumers in their personal lives. Since then, content has become king – an essential pillar of marketing today.

But while many marketing departments are scrambling to create content, the role of content in the buyer's journey isn't fully understood, particularly within the complex realm of B2B marketing. To address this, we surveyed 243 marketers to understand the role and types of content used within the purchase journey for marketing technology.

### Methodology

- 243 marketing professionals
- \$50M+ in revenue
- Purchased MarTech solution in past year
- Influencers on budget
- Completed 7 minute online survey



## Here's what we found...



More than half of participants (52%) said that they are "definitely" more likely to buy from a vendor after reading content from a specific vendor.



### How buyers find content:

- direct vendor websites
- internet searches
- social media
- industry publications
- email
- word of mouth



### Vendor Content consists of:

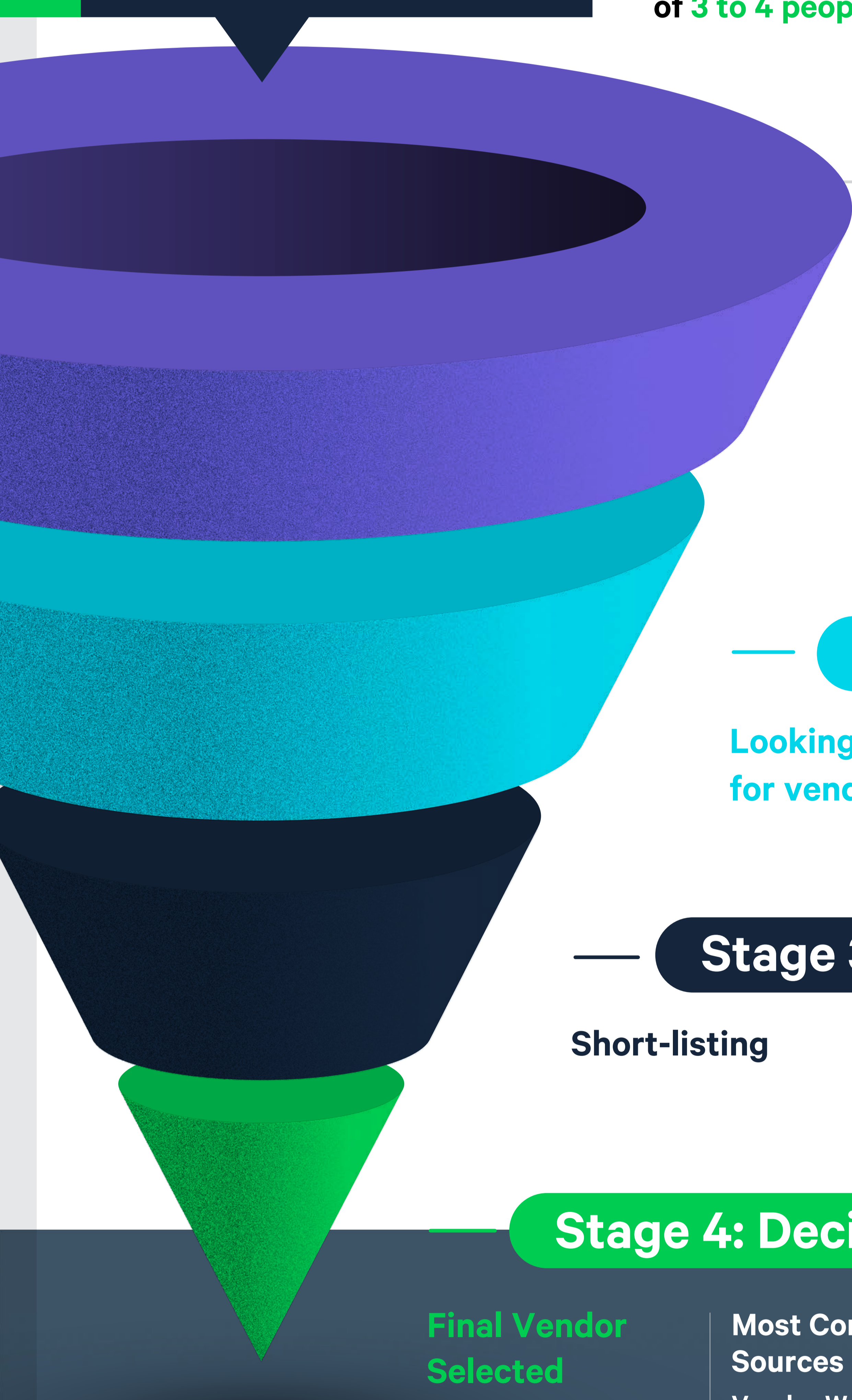
- videos
- infographics
- whitepapers
- websites



### 3rd Party Content consists of:

- analyst reports
- peer reviews
- social postings
- industry events
- webinar
- blogs

## Buying Stages



63% had a buying team of 3 to 4 people



73% took between 2 to 6 weeks

### Stage 1: Awareness

Understanding the problem

**Most Common Sources**

- Vendor Website
- Analyst Reports
- 3rd Party sites

**Secondary Sources**

- Vendor Videos
- Peer Reviews

### Stage 2: Education

Looking for vendors

**Most Common Sources**

- Vendor Website
- Peer Reviews

**Secondary Sources**

- 3rd Party Articles
- Vendor Videos
- Analyst Report
- 3rd Party Website

### Stage 3: Consideration

Short-listing

**Most Common Sources**

- Vendor Website

**Secondary Sources**

- Vendor Reviews
- Analyst Reviews

### Stage 4: Decision-making

**Final Vendor Selected**

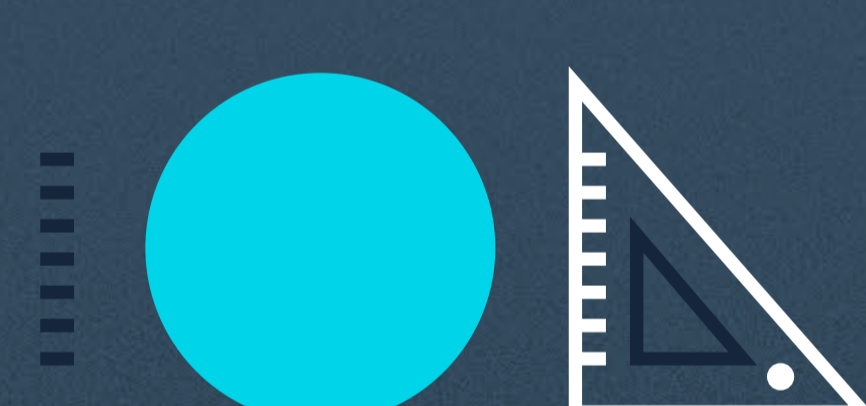
**Most Common Sources**

- Vendor Website

**Secondary Sources**

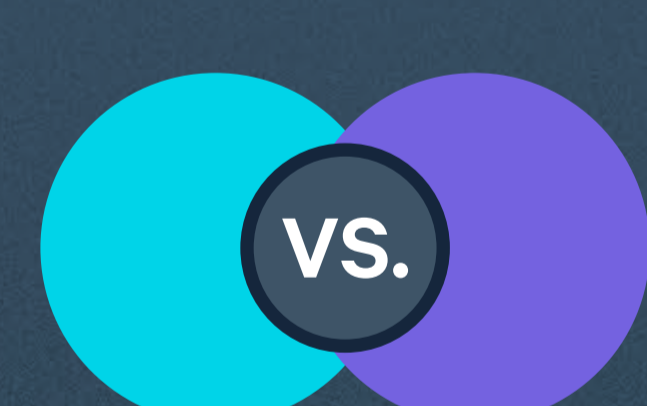
- Peer Review

## Most Useful Types of Content for Purchase Decision



67%

Product specifications and functionality



65%

Product comparisons



60%

Product success stories



54%

Content to specifically show value to internal stakeholders



49%

Product tutorials



48%

Guidance on my problem / how to solve it

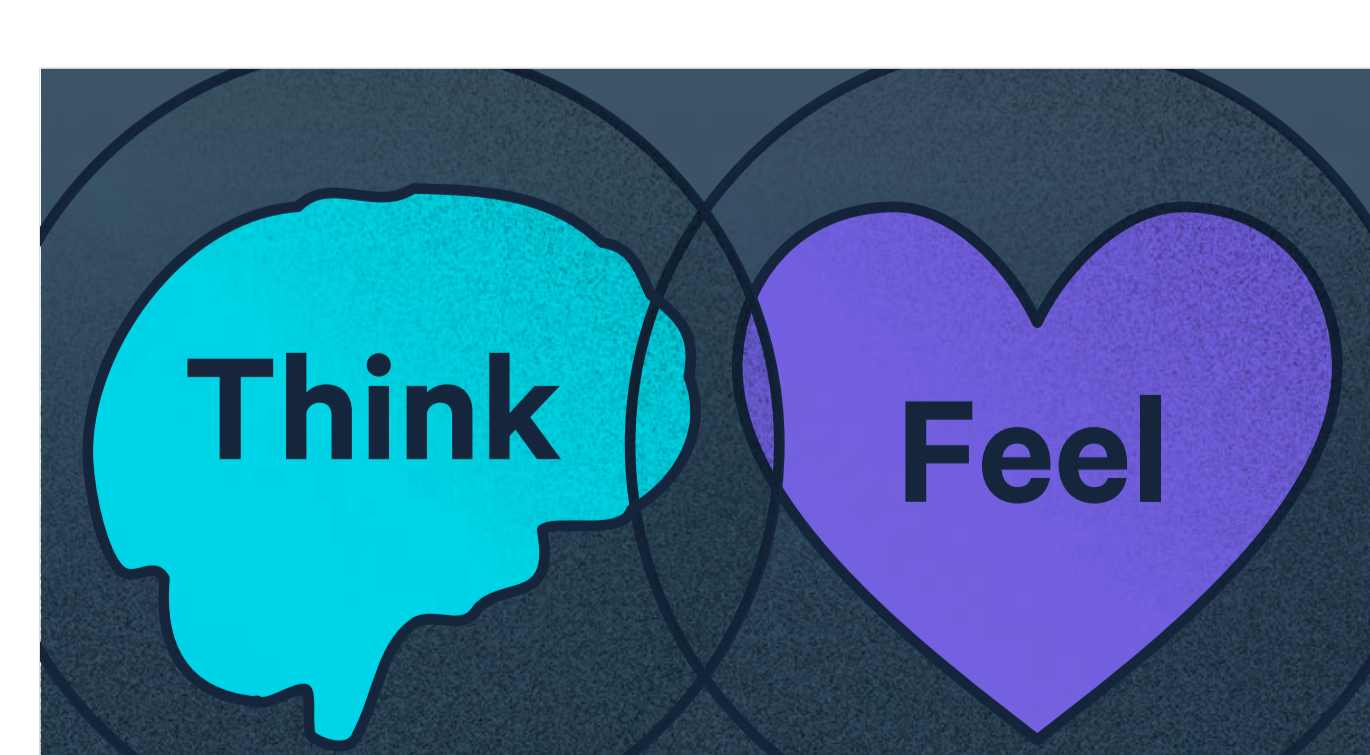
## Average number of Content pieces Consumed:



## Implications:

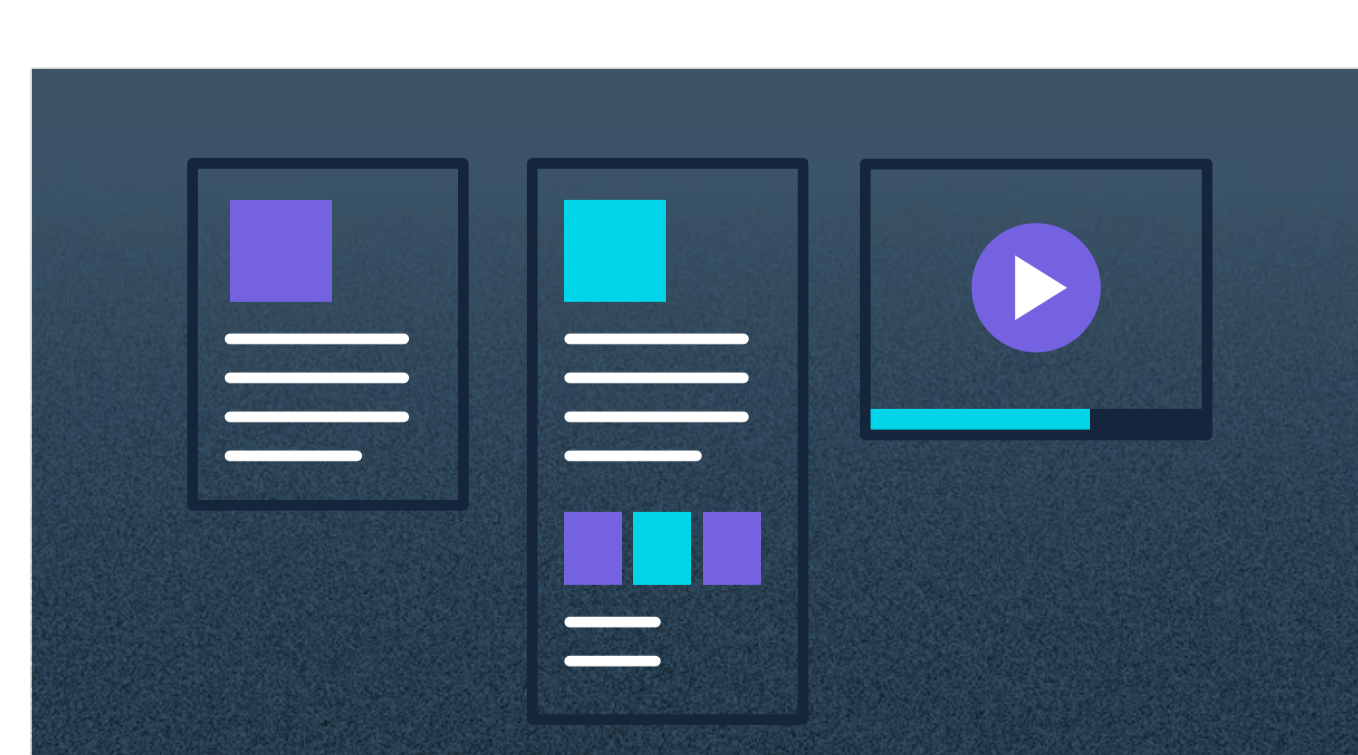
Content is critical in your B2B buyers journey, so ensure you have the right content, in the right place, for the right stage in their journey, by doing the following:

### 1. Understand your customers



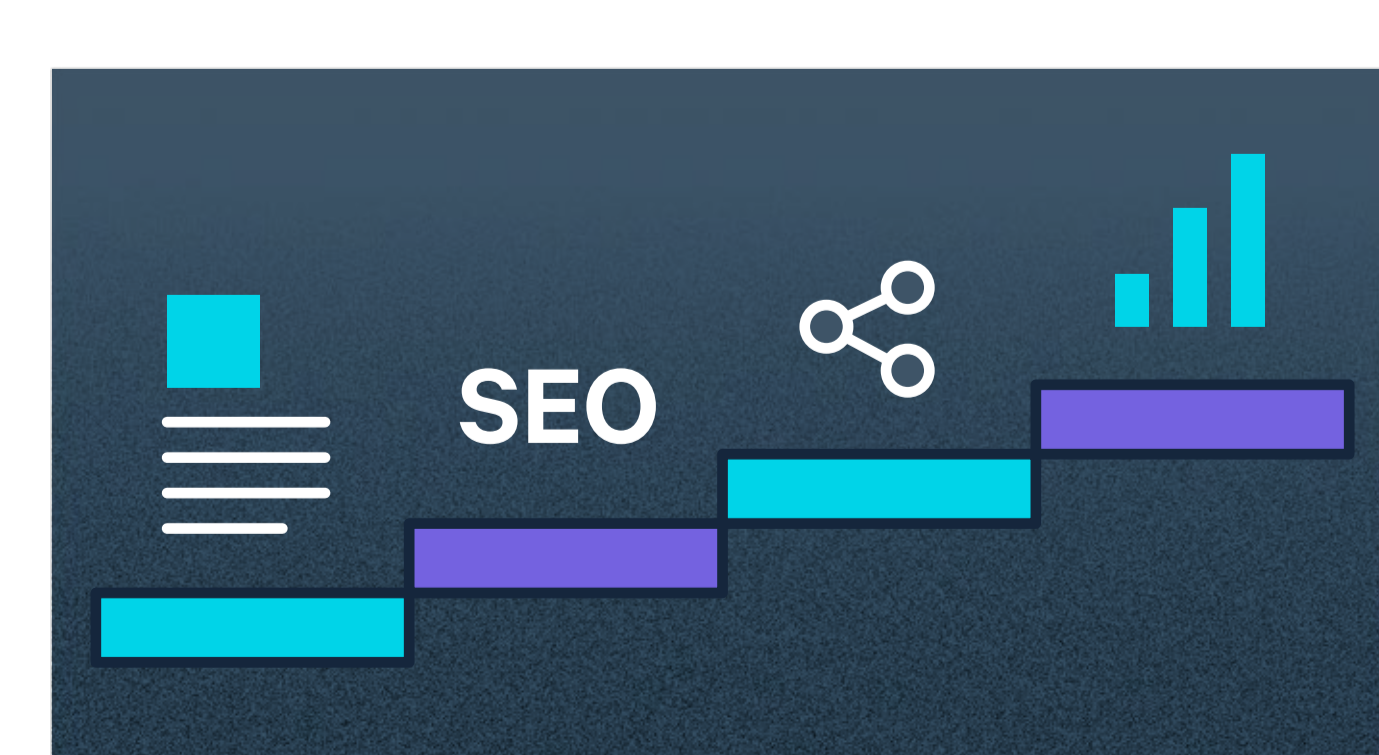
Not just how they think but also how they feel. B2B marketers must understand the emotions that motivate business buyers and ensure their content makes buyers feel more powerful and assured they are making the correct purchase decision.

### 2. Offer content in a variety of formats



Formats can include whitepapers, infographics, blogs and videos, to help people engage in a way that suits their learning style.

### 3. Don't forget next steps



Once you've created the content, look to address other elements, such as SEO and nurture campaigns.

Download the full study to learn more