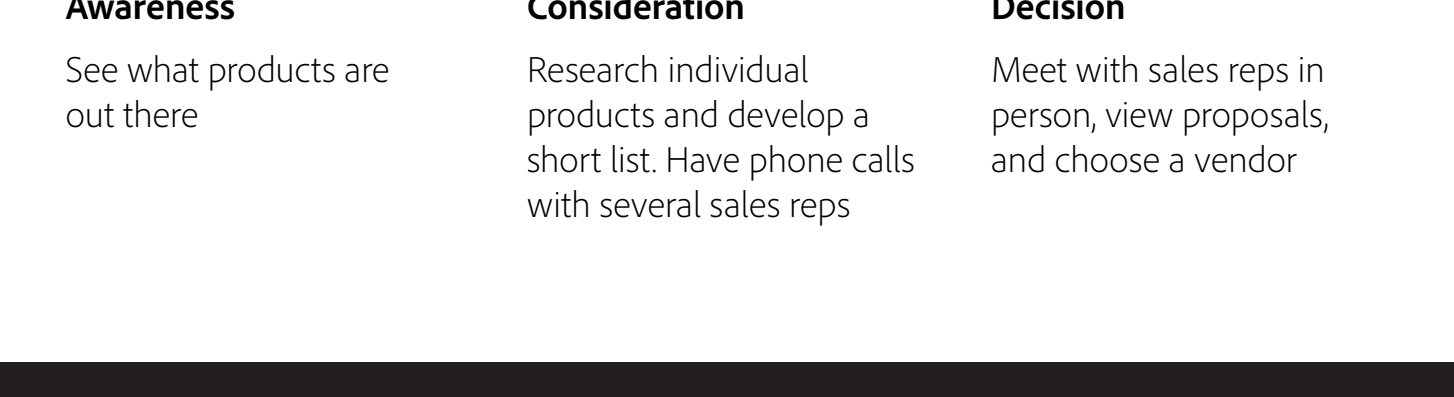


# Squiggle, Loop, or Checklist?

What today's B2B buyer's journey really looks like. It's not a straight line.

## The B2B buyer's journey used to look like a straight line.

### TRADITIONAL BUYER'S JOURNEY



## But the journey's changing a lot.

### CHANGING HABITS

**60%** of buyers would rather not communicate with sales reps as their primary information source.<sup>1</sup>

### MORE INFORMATION

**83%** of buyers access digital channels even in the late purchasing stages.<sup>2</sup>

### INCREASED COMPLEXITY

**75%** of buyers said they are spending more time researching purchases.<sup>3</sup>

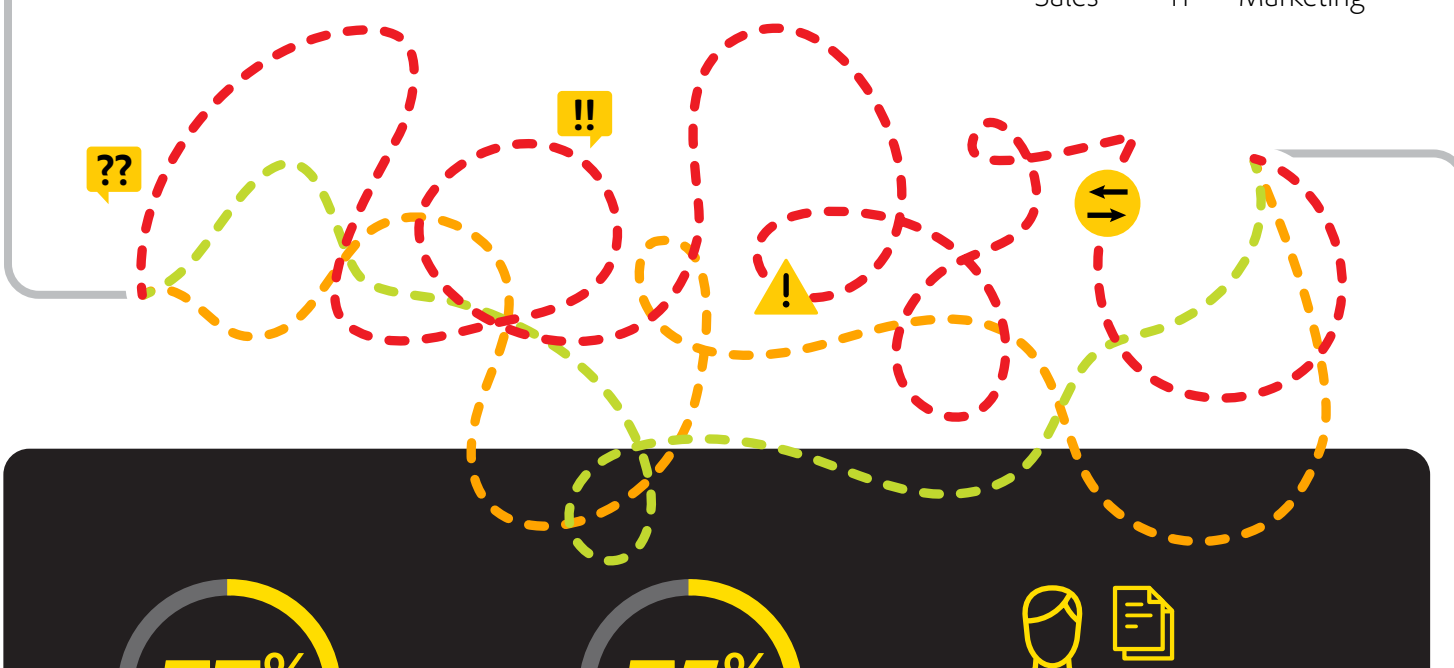
## The new buyer's journey comes in many shapes.

- A. THE SQUIGGLE
- B. THE INFINITE CONTENT LOOP
- C. THE CHECKLIST

### A. THE SQUIGGLE

Bigger buyer's groups doing more research

--- Sales    - - - IT    - - - Marketing



**77%**

of business buyers say B2B shopping is complex.<sup>4</sup>

**75%**

of buyers agree or strongly agree that their purchase involved people from a wide variety of roles, teams and locations.<sup>5</sup>

**6-10**

The typical buyers group for a complex B2B solution includes 6 - 10 people, each with 4 - 5 pieces of information.<sup>3</sup>

### B. THE INFINITE CONTENT LOOP

B2B vendors are offering too much generic and undifferentiated content, leaving buyers trapped in an "infinite loop" of research



**73%**

of B2B buyers said that they are relying on more sources to research and evaluate purchases.<sup>3</sup>

**88%**

of B2B buyers report that the information they encountered during a recent successful purchase decision was high quality.<sup>3</sup>

**15%**

of customers' buying cycle time is spent deconflicting information.<sup>4</sup>

**Q:** How can you help B2B buyers escape from the infinite loop?

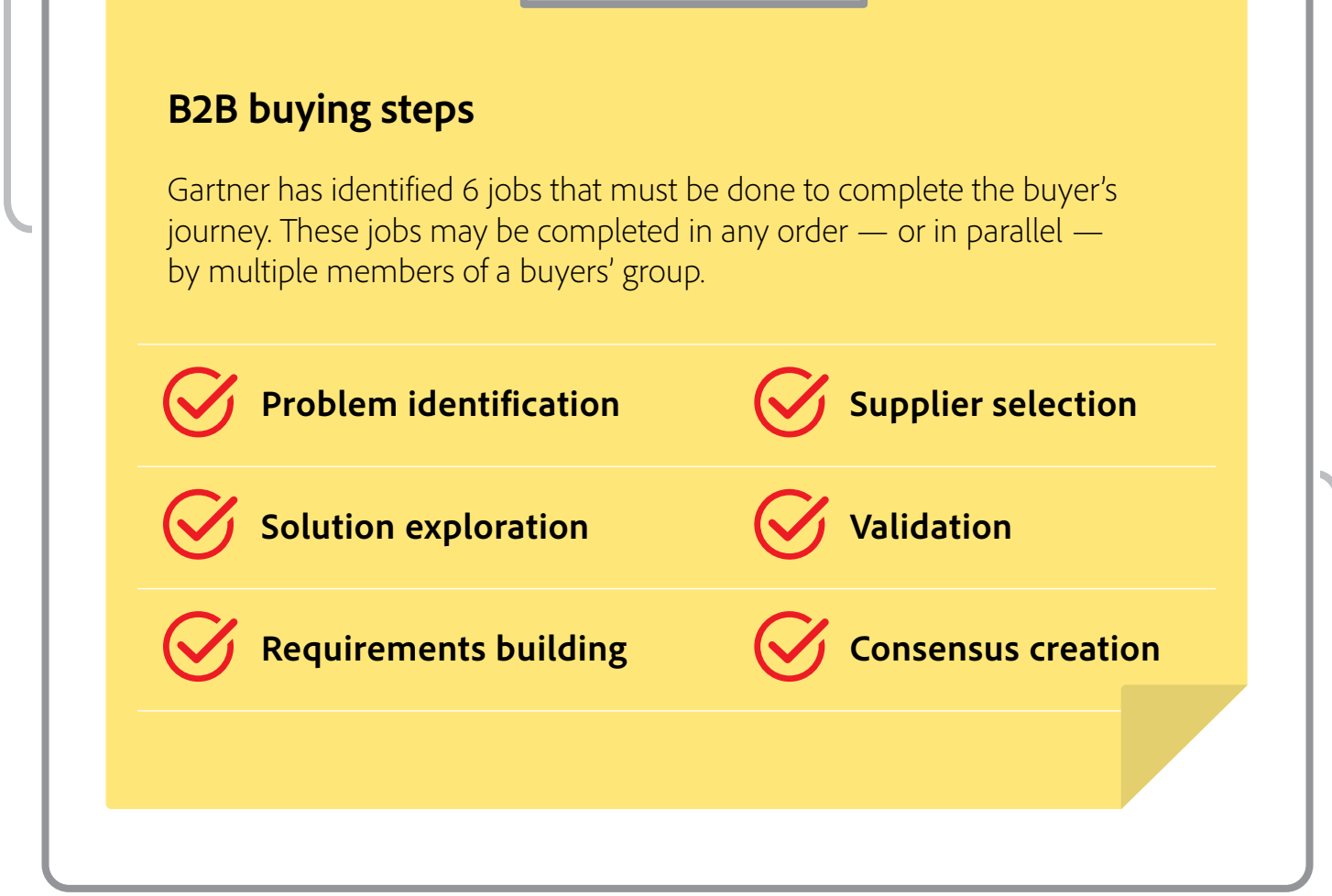
**A:** Offer more narrowly focused, personalized content.

76% of all B2B buyers who participated in the 2018 survey expressed a strong desire for "content that speaks directly to their company."<sup>3</sup>

**76%**

### C. THE CHECKLIST

A modern approach to the buyer's journey



### 5 ways to streamline and personalize your buying experience so prospects check all the boxes

- Create content for specific goals and roles.**  
Make sure every piece of content services a specific purpose for a buyer's persona, such as an ROI report for procurement, an infrastructure overview for IT, etc.
- Use marketing automation to match each buyer with the right content.**  
By ensuring prospects see only the content that's relevant for them, you help limit the amount of information your prospects must consume.
- Use marketing automation to nurture leads.**  
Using automation to nurture leads and connect them with the right resources can help produce, on average, a 20% increase in sales opportunities versus non-nurtured leads.<sup>6</sup>
- Create highly personalized marketing programs.**  
B2B buying groups may encompass many different roles. Make sure you can offer campaigns for common personas like IT, procurement, and more.
- Design your website to offer a self-guided sales experience.**  
B2B prospects spend a lot of time on your website. It should offer a simple, and easy-to-use self-guided sales experience that prospects can access anytime.

Learn how Marketo Engage from Adobe can streamline your buyer's journey.

[Get details](#)

<sup>1</sup> Lori Wizdo, "The Ways And Means Of B2B Buyer Journey Maps: We're Going Deep at Forrester's B2B Forum," Forrester, August 21, 2017.

<sup>2</sup> Jordan Bryan, "What Sales Should Know about Modern B2B Buyers," Gartner, March 22, 2018.

<sup>3</sup> 2019 B2B Buyers Survey, Demand Gen.

<sup>4</sup> Jordan Bryan, "What Sales Should Know about B2B Buyers in 2019," Gartner, February 1, 2019.

<sup>5</sup> The New B2B Buying Journey," Gartner, 2019.

<sup>6</sup> 2018 B2B Buyers Survey, Demand Gen.