



# Your guide to B2B buying groups.

Learn how a buying group marketing strategy can increase win rates and ROI.

 Buying group



**Patricia Reed**  
Decision-maker

**Title**  
VP of Revenue Ops

**Group**  
Altura



**Freddie Cole**  
Decision-maker

**Title**  
Product Marketing Manager

 Buying group summary



Top engaged members:  
**Patricia Reed, Ansha Khan,  
Raymond Noel**



Top product of interest:  
**Payroll software**

# Introduction.

The customer demand for personalized experiences has made its way into the already complex world of B2B marketing and sales. As B2B sales cycles have grown longer, with more people involved in purchasing decisions, it's more important than ever to engage all members of the buying group with precision. Traditional lead-based marketing can lack focus on key decision-makers, and account-based marketing doesn't always provide complete visibility into buying committees. As a result, too many B2B marketing strategies fail to properly align with sales, which can slow product go-to-market (GTM) and reduce ROI.

To evolve, B2B marketing leaders are recognizing the importance of complementing their existing lead and account-based approaches by strategically targeting buying groups. This means identifying, engaging, and qualifying groups and every individual in them. A B2B marketing strategy with a buying group focus that aligns people, technology, and processes is a more comprehensive approach to successful go-to-market orchestration. It gives every account a fuller context, personalizes every customer journey and touchpoint, coordinates pipeline with product interest, and aligns sales GTM motions with data-supported demand.

# 79%

Among B2B-focused organizations, leaders are 79% more likely than laggards to focus their overall sales and marketing activities on multi-person buying groups within an organization.

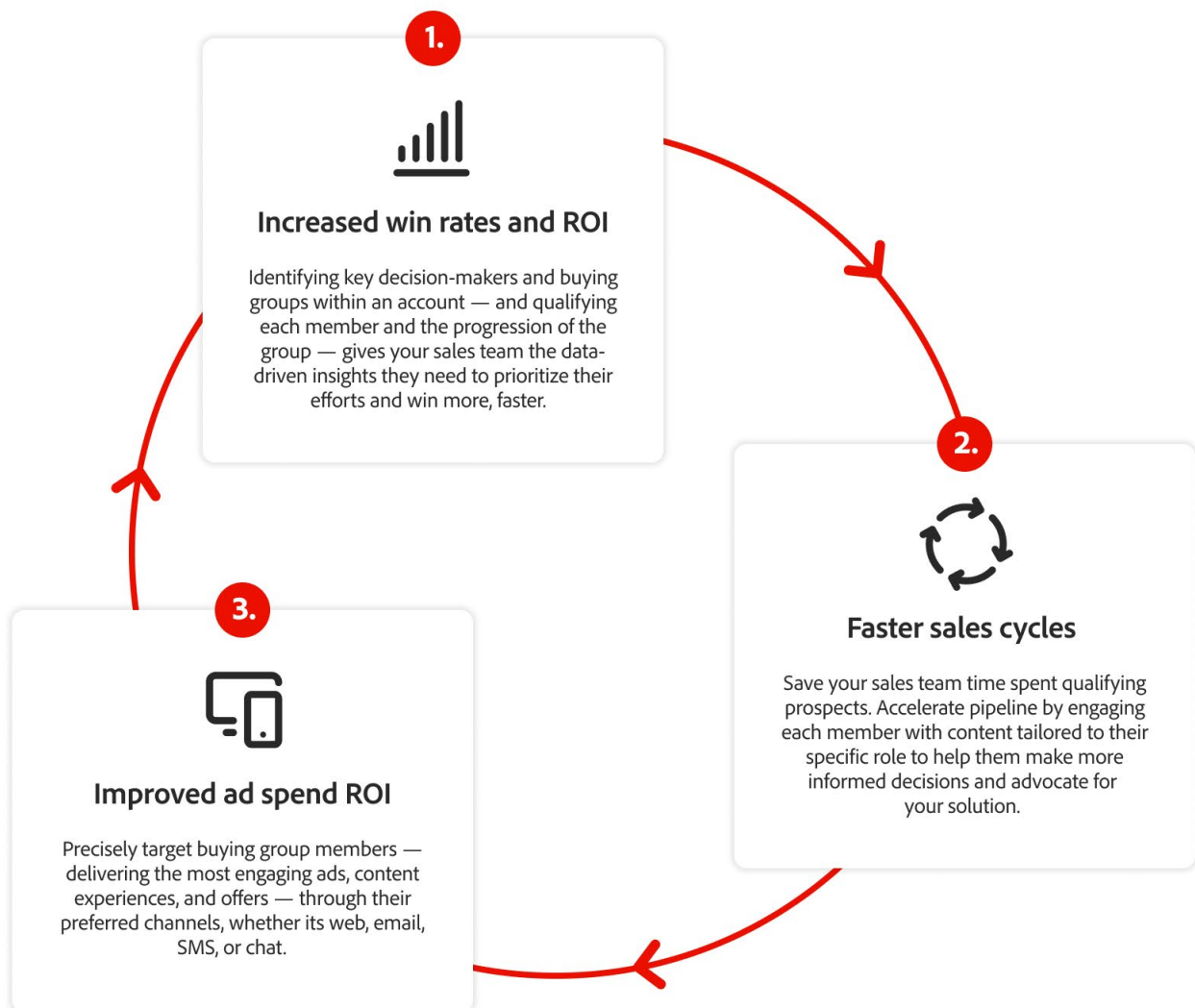
Source: London Research and Adobe

Of course, successfully executing a buying group marketing strategy presents its own challenges. Many organizations do not have the human resources or technology in place to precisely identify and engage everyone on an account, unify customer data, optimize pipeline, and orchestrate personalized omnichannel experiences. To implement and scale an effective buying group marketing strategy, organizations must also develop a culture of cross-functional collaboration and provide role clarity for everyone involved.

This guide will show you how a buying group-focused marketing strategy can help you deliver highly personalized B2B buying experiences for all your customers and prospects. You'll learn the keys to aligning your people, technology, and processes — and how B2B leaders are already making the shift and reaping the rewards.

## 3 key business outcomes of a buying group marketing strategy.

Think of these three outcomes, and the steps within them, as integral to each other and forming a cycle.



# How to deploy a successful buying group marketing strategy.

To successfully implement a buying group marketing strategy, B2B organizations must get their teams, tools, and processes all working together. Here are some key considerations for getting the most out of each.

## Your people.

Make your transition to a buying group marketing strategy smoother by fostering a culture of deep collaboration across teams. Give your people the training and role clarity they need to succeed and align everyone based on their skills and experience.

- **Skill development.** Buying group marketing combines the best of lead- and account-based strategies to create personalized experiences for buyers. Marketers must understand how to identify and engage individual leads as well as how to target and nurture entire accounts.
- **Cross-functional collaboration.** Marketing, sales, and other teams need to share the same messaging, goals, and strategies from the initial prospecting stage through customer acquisition and retention. By fostering the proper culture and workflow evolution, organizations can create seamless experiences for buyers, improving conversion of buying groups.
- **Role clarity.** When shifting to a buying group strategy, the overall change management plan should include clearly defined roles and responsibilities at the individual level and across business units. Every team member must understand their specific tasks and how they contribute to the overall strategy.
- **Roadblocks.** Pairing omnichannel orchestration solutions with existing tools will unlock even greater capabilities. But getting leadership buy-in will be critical to support solution adoption and training programs to develop internal skills.

## Your technology.

Putting in place the right technology — with the ability to collect, unify, and leverage better data to orchestrate journeys and content experiences — is critical to successfully executing your buying group marketing strategy. Here are the key capabilities to look for in your solution mix.

# 40%

Among B2B-focused organizations, leaders are 40% more likely than laggards to significantly increase their investment in marketing technology over the next 12 months.

Source: London Research and Adobe

- **Unified marketing data.** To personalize the B2B buying experience for every member of a buying group, you need to understand them individually and within the context of their account. This includes their roles, preferred channels of communication, and engagement levels. Unified marketing data and shared customer profiles that continuously update in real time are essential to creating accurate buying groups.
- **Journey orchestration tools.** Journey orchestration tools help you build and manage personalized experiences for each buying group member. They make it easy to quickly set up journeys using pre-approved content and marketing assets.
- **Content personalization.** AI-driven solutions let you personalize content and messaging at scale for each role within the buying group, in the channels group members prefer, ensuring experiences are relevant and engaging.
- **Sales intelligence.** Give your sales teams the tools they need to understand buying group behaviors and preferences. Engagement summaries and scoring of individual members allow you to create a marketing-qualified buying group (MQBG).
- **Analytics and reporting.** Use advanced analytics and reporting tools to understand how your buying groups are performing so you can fine-tune your strategies for better results.
- **Removing roadblocks.** Another reason sales and marketing teams struggle to collaborate effectively is their reliance on disparate solutions, products, and interfaces. When teams are not looking at the same data or using the same tools, it's harder to develop shared messaging, goals, and pipeline priorities.

## Your processes.

When it comes to creating effective processes to support your buying group marketing strategy, think of each process as a step toward executing the next one. Properly identifying the buying group is essential to personalizing content and designing the journeys that will engage every member. This in turn leads to better qualification of the group, stronger collaboration with sales, and ultimately a more robust pipeline.

Let's take a closer look at 5 key processes:

- Identification
- Personalization
- Engagement and qualification
- Sales acceptance
- Performance measurement

# 34%

Among B2B-focused organizations, leaders are significantly more likely than laggards to focus the customer journey on the multi-person buying group.

Source: London Research and Adobe



## Identification.

While lead- and account-based marketing approaches are still important, they are time consuming and lack the shared context needed to identify opportunities and accelerate deals. Creating a holistic picture of buying groups begins with identifying and assigning members to each role and then gathering and sharing intelligence about the influence each brings to the group.

- **Use AI.** If your technology allows, let AI auto-assign members to roles based on their intent signals, activities, and other opportunity or historical data.
- **Unify data.** Having unified data from sources like your CRM and third-party platforms is essential for optimizing how you create and engage buying groups.
- **Identify unknowns.** Invest in discovering missing contacts and building key journeys to turn unknown contacts into known contacts.
- **Remove roadblocks.** Lack of unified, transparent data and collaboration between sales and marketing slows sales cycles. In short, data solves debates on which customers to prioritize and how to engage them.

## Personalization.

Design a complete journey for each buying group using specific account lists. Then, engage each group through inbound and outbound channels and nurture each member with personalized experiences based on their activity.

- **Optimize marketing efforts.** Journey builders are tools that help you design customer journeys with pre-approved content and marketing assets. You can also use AI solutions to quickly personalize the content and messaging for each role within the buying group.

- **Remove roadblocks.** Without automation tools such as AI, combing through data, monitoring customer activity in real time, and optimizing content to orchestrate and scale personalized journeys is extremely time consuming.



## Engagement and qualification.

Activate inbound and outbound engagement with each buying group role across channels. To effectively engage buying group members and establish MQBGs, you need unified profiles that update from across channels in real time. Look for solutions that help you:

- **Qualify with scoring.** AI-powered solutions can provide behavior and engagement scoring to help you prioritize accounts, identify which members of the buying group are qualified, and alert teams when qualifying thresholds are reached.
- **Remove roadblocks.** Centralizing customer data from multiple sources, touchpoints, and channels requires robust capabilities spanning content management, data governance, segmentation, scoring, and real-time alerts.

## Sales acceptance.

When you're ready to deliver MQBGs to sales, include key insights into each member's engagement so sales reps can personalize their conversations from the start. Leading marketing revenue solutions should:

- **Provide ongoing intelligence.** Give your sales teams the tools they need to understand buying group behaviors and preferences, like key insights, engagement summaries, update alerts, and user-friendly dashboards for added visibility.
- **Enable seamless collaboration.** AI tools can automate scoring and qualification with predefined engagement thresholds, enhancing delivery to sales with relevant insights and context for a smooth transition.
- **Remove roadblocks.** Information gaps, communication breakdowns, and manual data reconciliation (without automation) can delay pipeline and reduce ROI. Handoffs backed by data increase marketing's value to sales and build trust.

## Performance measurement.

Track your performance and the time it takes to close a deal. Dig into your findings to keep improving customer experiences. Recommend new products and offers and identify cross-sell and upsell opportunities with existing customers. Leading solutions can help you:

- **Track and optimize.** Provide data-driven insights powered by AI and user-friendly dashboards to view your pipeline, understand buying group engagement levels, optimize experiences, and inform strategy.
- **Remove roadblocks.** Inadequate reporting systems, data silos, and resource constraints make it difficult to monitor the entire customer journey and accurately attribute ROI to specific marketing efforts.

Shifting your marketing strategy to a buying group focus is the most effective way to address the complexities of modern B2B purchasing, improve engagement with key decision-makers, strengthen pipeline, increase ROI, and drive growth.

## **Adobe Journey Optimizer B2B Edition is the ideal solution for driving engagement with buying groups.**

Adobe Journey Optimizer B2B Edition is a powerful B2B journey orchestration solution designed to deliver targeted engagement with buying groups using five key capabilities:

- 1. Buying group and account management.** Unify B2B data to define buying groups, align them with company offerings, and map members to their respective roles.
- 2. Journey orchestration.** Build and execute tailored journeys for each buying group member to personalize engagement on their preferred channels.
- 3. Content personalization.** Deliver customized content and messaging across sales and marketing workflows.
- 4. Sales intelligence and coordination.** Provide sales with marketing-qualified buying groups and insights for targeted outreach.
- 5. Customer journey insights.** Focus your marketing and sales resources to generate more MQBGs, accelerate journeys, and maximize ROI across GTM solutions.

**Explore how Journey Optimizer B2B Edition can help you engage every member of the buying group at any moment, on every channel.**

[Learn more](#)



## Why partner with Adobe Professional Services.

Adobe Professional Services streamlines buying group strategies by seamlessly integrating Adobe Marketo Engage, Adobe Real-Time Customer Data Platform, and Adobe Journey Optimizer B2B Edition. We give your organization the expertise and tools to successfully implement and optimize buying group strategies, including:

- **Advanced analytics.** Get insights into buying group behaviors and preferences with expert setup to sharpen your strategy.
- **Smooth integration.** Connect with existing marketing and CRM systems for a hassle-free rollout, backed by Adobe's strategic and technical know-how.
- **Expert guidance.** Access guidance, technical support, and best practices to accelerate adoption, enhance knowledge, and deliver exceptional service and speed.

## Sources

["The Case for B2B Personalisation,"](#) London Research and Adobe, 2024.

# Adobe

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