



Cross Channel CONNECTIONS

Achieve Your Marketing Target

Consolidated Graphic Communications

Using Content to Seal the B2B Deal

When selling into the B2B market, content as a marketing tool has never been more important. It's how your customers find you. It's how you convince them to take a closer look. With the right combination of print and digital, you can showcase your value and close the deal.

According to the 2020 Content Preferences Study from DemandGen, the plurality of B2B buyers (47%) use

three to five pieces of content before they are willing to engage with a salesperson. Only 23% are willing to talk to a salesperson after three pieces or less. The type of content they are looking for, however, varies by the stage of their buying journey.

Let's take a look at each stage...

Stage:

Early

In the early stages of research, buyers are looking for the following:

- Listicles¹ (81%)
- Infographics (72%)
- Blogs (66%)
- Video (62%)

While much of this content is digital, printed pieces can deliver this type of content with the added tangibility and value of print. For example, take wordy product brochures and convert them into listicle format to make them easier to read and remember. Segment brochures by vertical market to increase relevance. Create infographic-style designs for your prospecting postcards. Add video to your printed pieces using QR Codes or augmented reality.

¹Listicles are articles written in a list-based format.

middle

In the middle stages of research, buyers are looking for something different:

- Assessments (58%)
- Webinars (50%)
- Case studies (40%)
- Interactive content (40%)

Here, too, you can incorporate printed elements. Include printed case studies and industry research in your presentation kits. Follow up video presentations or webinars with packets of printed information. Follow up your assessments with personalized reports.

late

In the late stages of research, buyers' content-needs change once again. They are looking for . . .

- Case studies (39%)
- User review (38%)
- Analyst reports (36%)
- ROI calculators (28%)

In this stage, prospects are on the verge of becoming clients, so use the highest quality print to convey deep value to your audience. Incorporate specialty finishing like embossing, spot coatings, and dimensional printing to convey credibility and professionalism. Use digital *and* print to send the message, "We are a company you can trust."

If you sell into the B2B market, knowledge of the buyer's content journey can be invaluable. Craft the right content and deliver it at the right stage, and you have a winning recipe for success.