

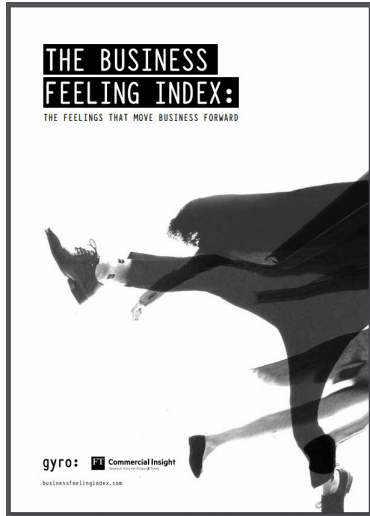
# Emotions matter! Also in B2B markets.

Here is how to measure them.

Munich, 24<sup>th</sup> October 2019

#b2bemotions



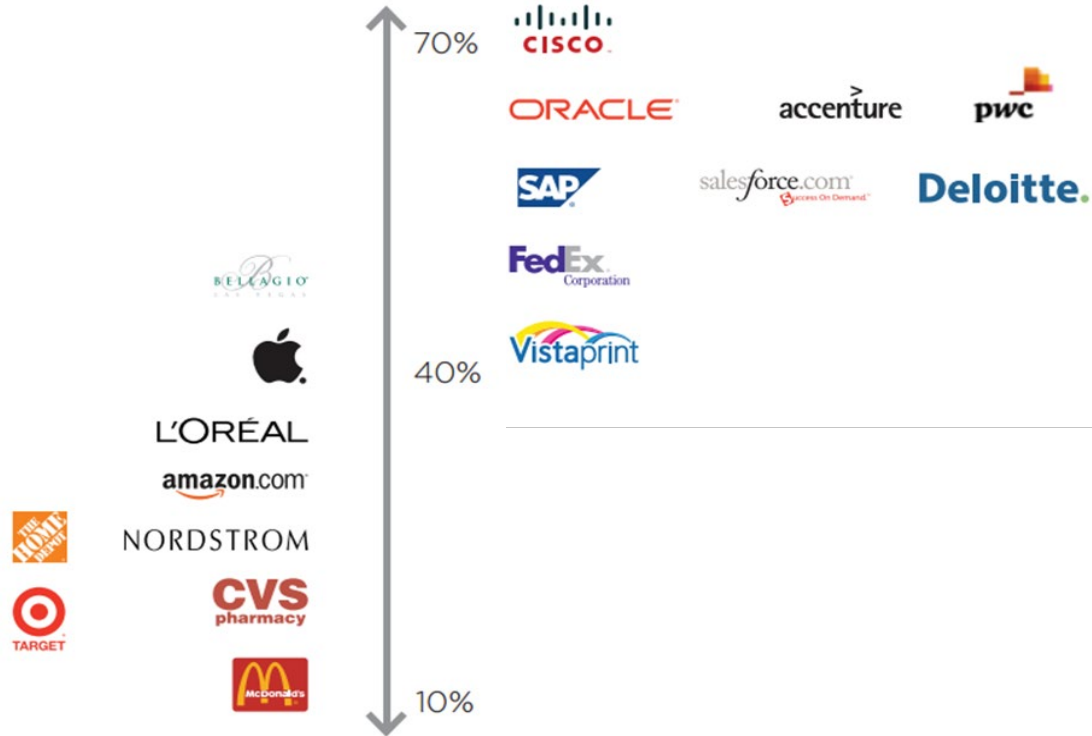


2018



2019

# B2B Buyers Are More Emotionally Connected To Brands



*% Customers with emotional connection*

N = 3,000  
Source: CEB/Motista Survey

With longer B2B buying cycles and large, diverse buying committees, the ability to produce the right emotional response at scale becomes significant.

## Rational factors ...



- Product features
- Price
- People
- Word and actions

## ... emotional factors

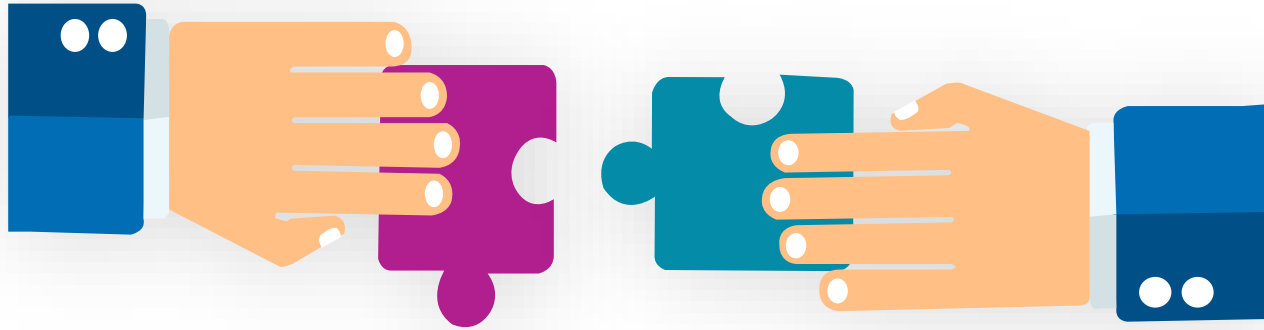


- Trust
- Confidence
- Optimism
- Pride



**Rational factors ...**

**... emotional factors**



**Brand & Message**

**Value Proposition**

**Customer Experience**

# The Path To Purchase





# What Can B2B Businesses Do At Each Stage?

Qualifying for the race



Jostling for position

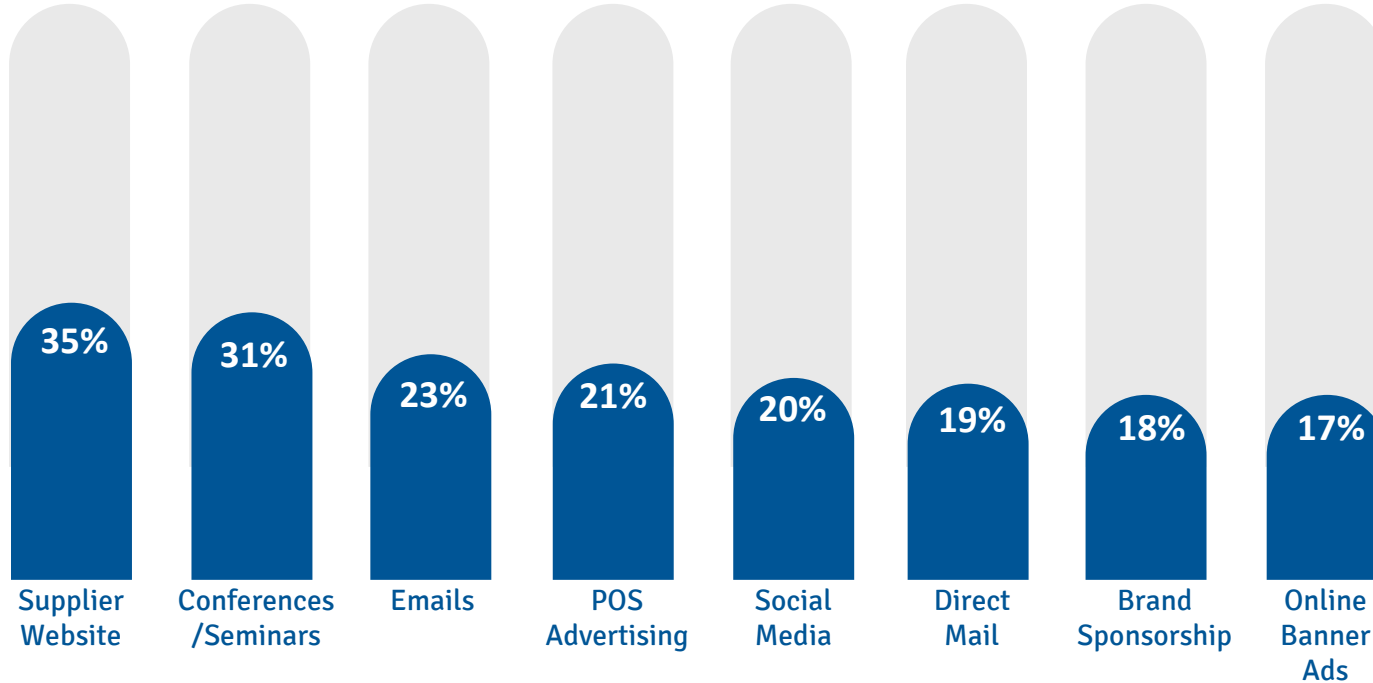


Becoming first choice



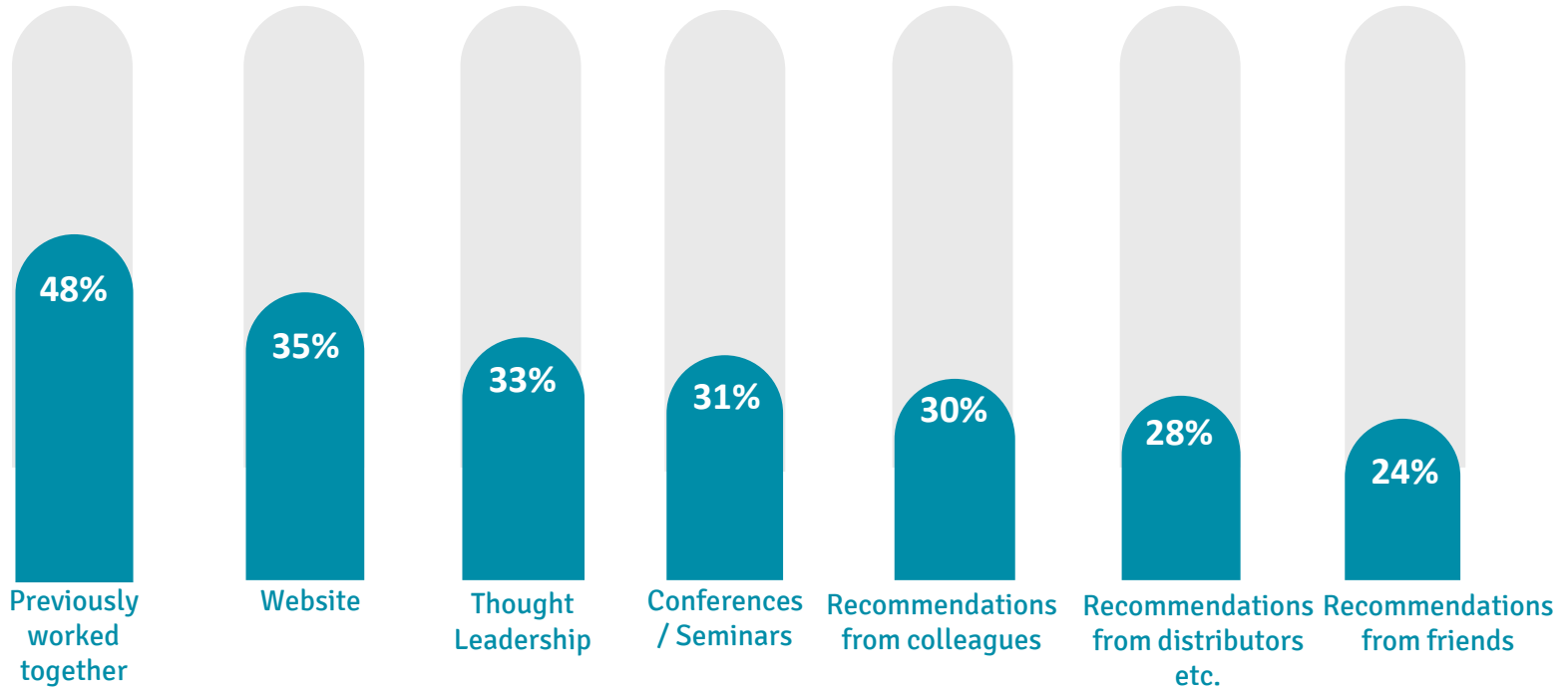
# Make The Brand Visible And Memorable

## Top marketing channels used when forming the consideration set



Get the brand building basics right and achieve omnichannel visibility

# Reasons for initial contact

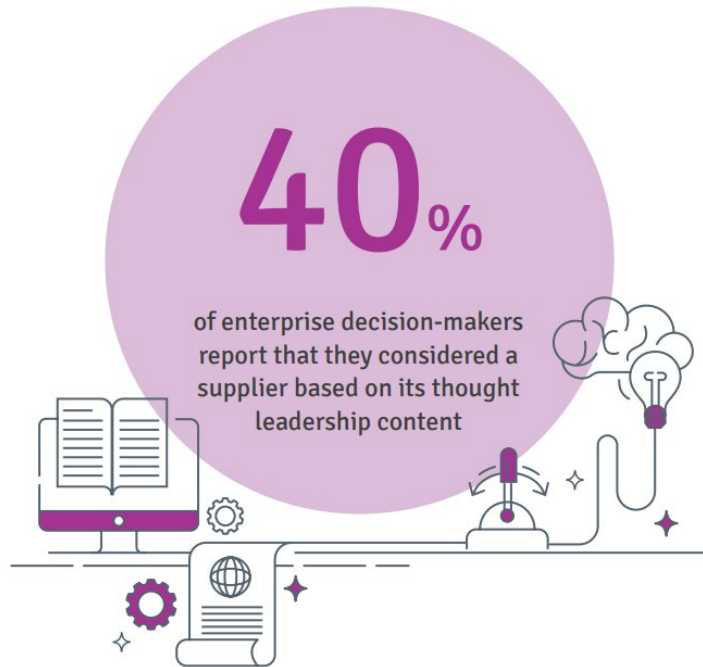


Base: 1,191

Q31. Before speaking with [supplier], thinking specifically about their brand, which of the following influenced your decision to look at them as a supplier?

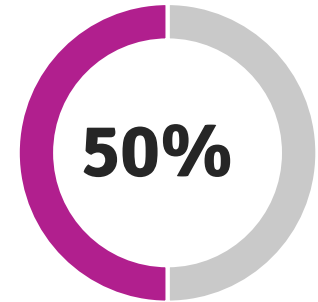
# Enterprises

## Thought leadership

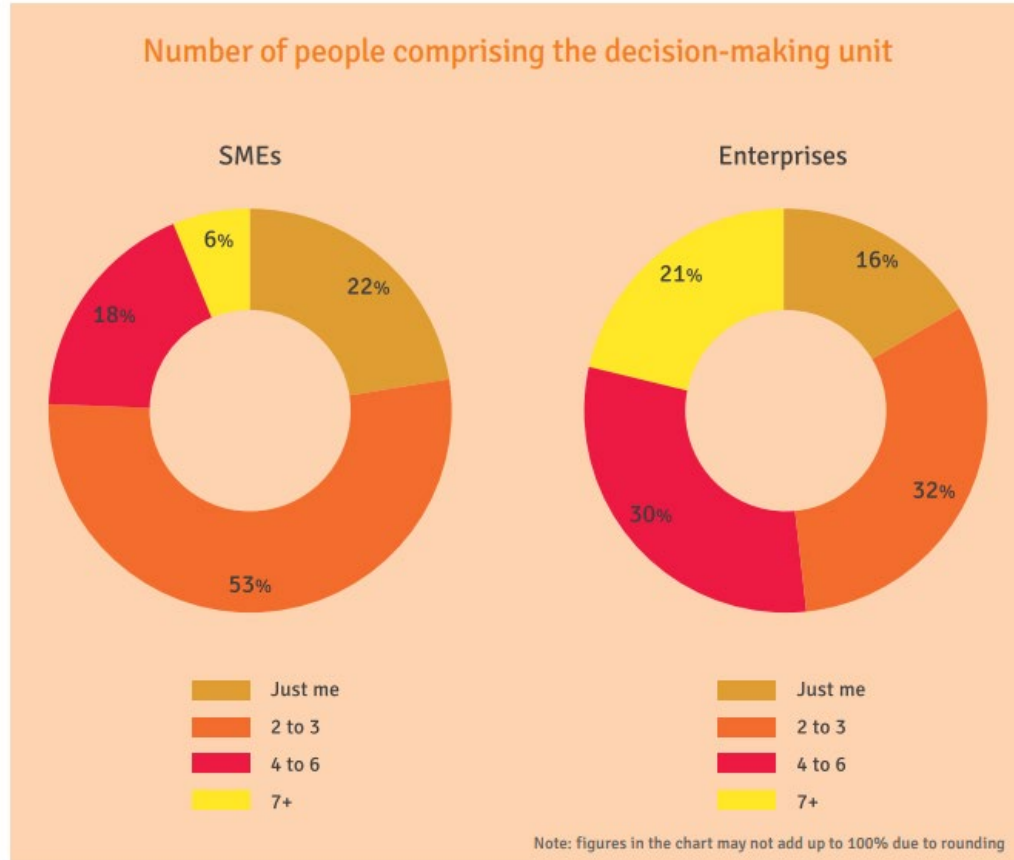


## Number of decision-makers

**More than  
4 people**

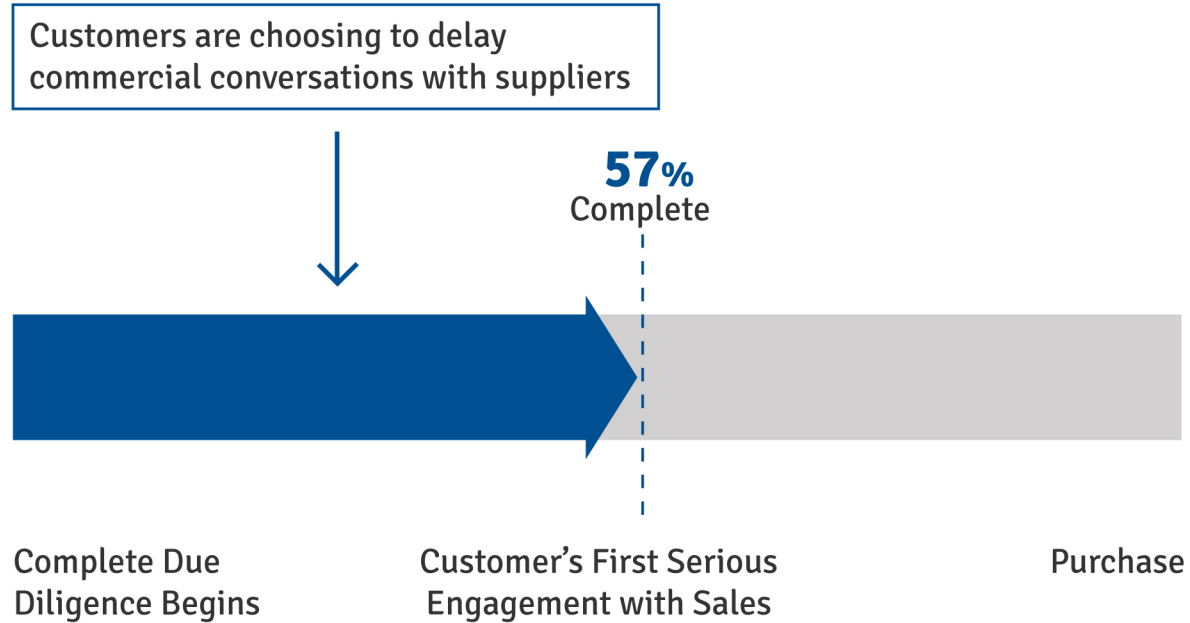


# Number Of Decision-Makers



Base: 1,191

# The Rising Importance Of Digital In B2B



# What is the most important?



1. Initial Research



2. Consideration Set



3. Formal Enquiry

Digital  
Omnichannel  
Content

Thought  
Leadership

Activation:  
Network,  
Influencers

Excellent CX =  
Positive Word-  
of-Mouth

# What Can B2B Businesses Do At Each Stage?

Qualifying for the race



Jostling for position

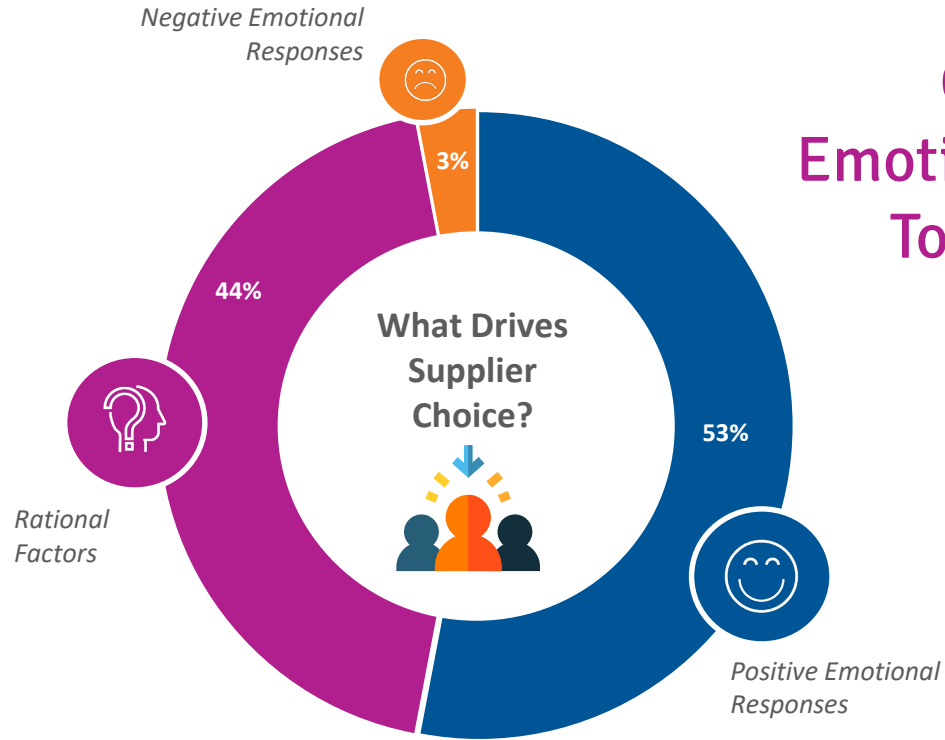


Becoming first choice





# Which Emotions Drive Supplier Choice?



Create An Emotional Response To Your Offer!

Base: 1,191

Q34. Thinking about the selection of your most recent supplier, during the pre-contact/supplier research stage, what feelings did you actually experience? Q39. Please rate the level of association of each of the following statements aligned to this brand.

# There Are Four Key Emotions That Dominate Within The Final Choice Of Provider



**Trust** in the supplier's credibility



**Confidence** in the supplier's ability to deliver



**Optimism** about what they could do for the buyer's organisation



**Pride** in the prospect of partnering with the supplier

# 1. Trust

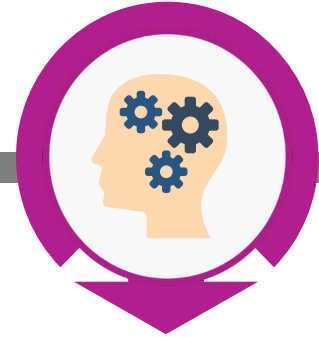
## Driven By Reliability, Expertise & Ease Of Business



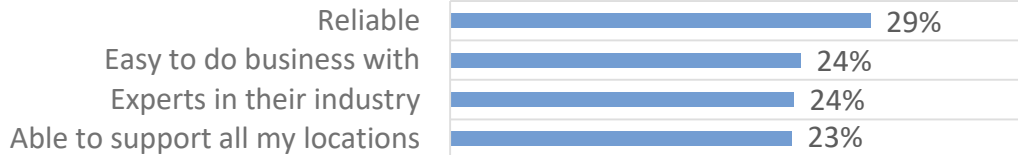
### Reliability



### Ease-of-doing business



### Expertise



Q39. Please rate the level of association of each of the following statements aligned to this brand?

Q40. And thinking about one of the other supplier brands you didn't choose please rate the level of association of each of the following statements aligned to this brand?

Q41. To what extent do the following statements apply to [supplier]?

Q42. How would you rate [supplier] on the following 4 levels of emotional engagement?

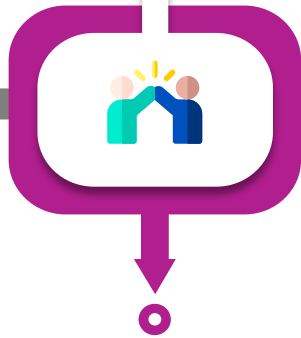
Base: varies

# Uncertainty, Scepticism & Confusion; *These Result In You Losing Business*

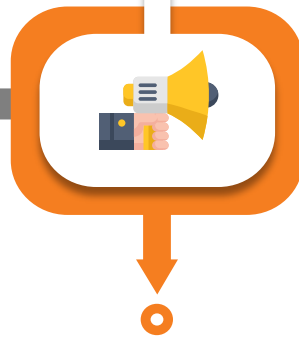


# 3. Optimism

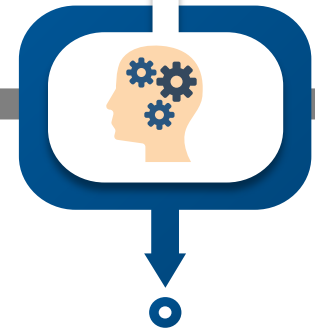
## Built On Thought Leadership & Problem-Solving Abilities



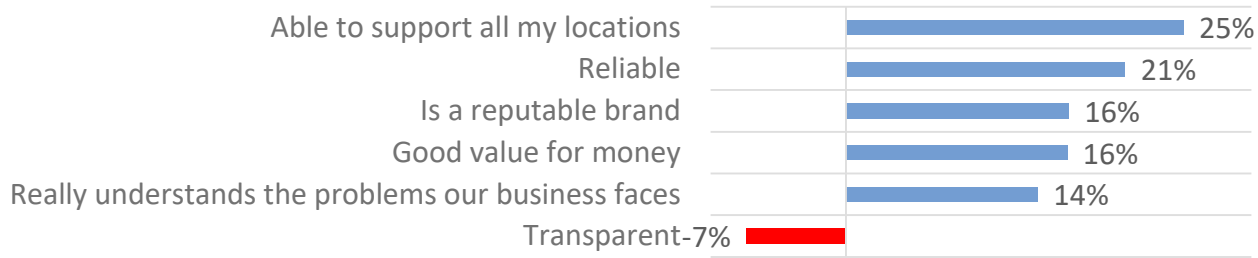
Reliability



Reputation



Industry expertise



Q39. Please rate the level of association of each of the following statements aligned to this brand?

Q40. And thinking about one of the other supplier brands you didn't choose please rate the level of association of each of the following statements aligned to this brand?

Q41. To what extent do the following statements apply to [supplier]?

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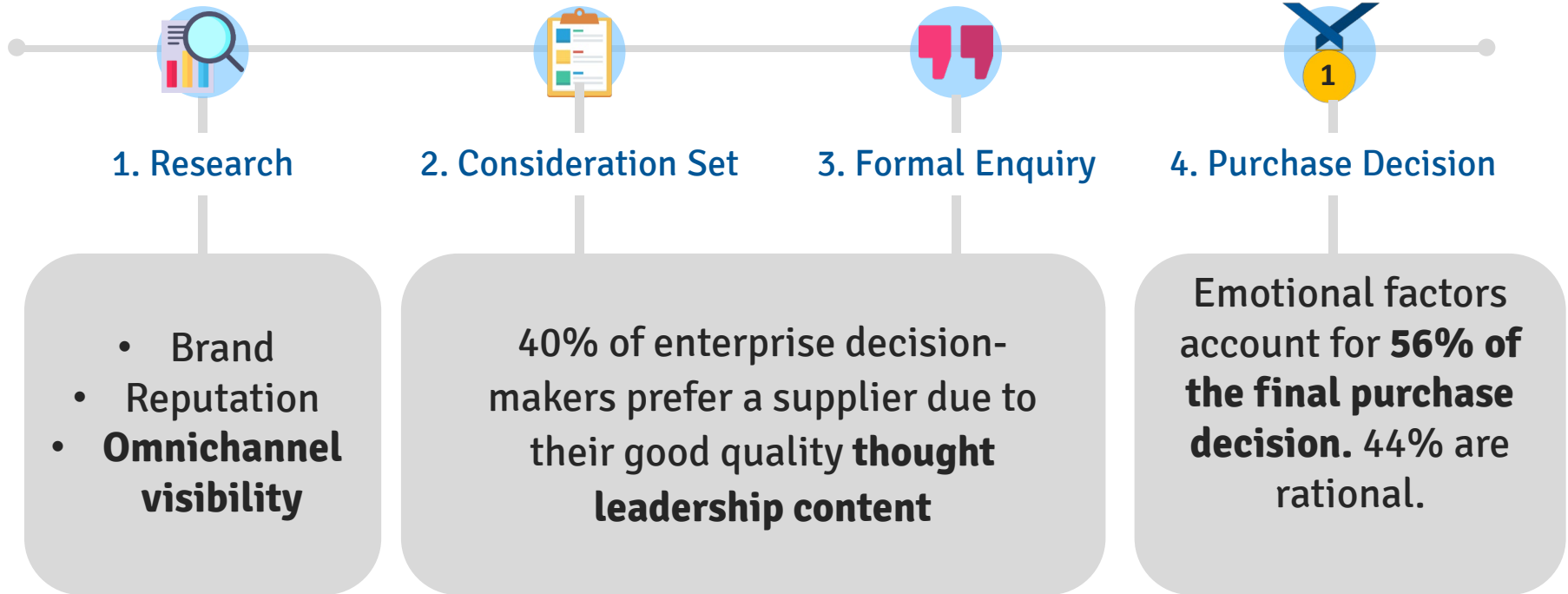
Base: varies

Summary

#b2bemotions

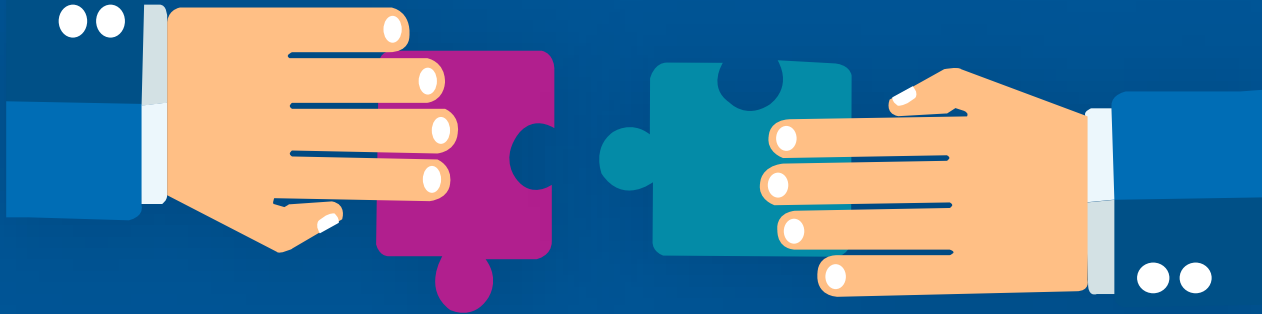


# Communications along the Path-to-Purchase



# What to communicate ...

# ... How to communicate



- Product features
- Price
- People
- Word and actions
  
- Thought leadership content

- Trust
- Confidence
- Optimism
- Pride
  
- Social responsibility



# Emotional Marketing Communication in B2B

## 1. Emotional Brand

Your employees!  
Live your values and talk  
about them

## 2. Considering the whole DMU

Activate your personal  
network and reach out to  
influencers and multipliers.

## 3. Winning with emotion along the buyer journey

Consider the elephant. 😊

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40476 Düsseldorf

#b2bemotions

**B2B** International

