



# The Loop Live Episode: 1



B2B buying behaviour has changed

B2B marketers should be more than just sales support





# Introduction to “The Loop Live”

Why are we called ‘The Loop’?

We want to bring marketers in the loop of what works in today’s market.

**B2B buying behaviour has changed.** We’re living in an era of self serve B2B buyers

We need to learn how engage with self serve buyers early in their journey. So that we can impact and influence purchasing decisions before it's too late.

Which is why we wanted to ‘loop’ you in. We’re on a path of modern B2B buyer discovery, and we wanted to invite you to join us.





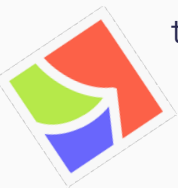
## How do we know buying behaviour has changed?

Buyers didn't have access to information about complex B2B products and services 10 years ago. They do now!

Review sites, online communities, social media - buyers do 70% of their research before even talking to your sales team

How have marketers responded? Mostly we're still stuck servicing sales (MQLs, leads, content) trying to funnel as many low intent buyers into a sales call as possible

The problem? That does nothing to educate your buyers about your brand or your product. So, why would they think of you when they are ready to buy?





## Marketers need to be more than just sale support!

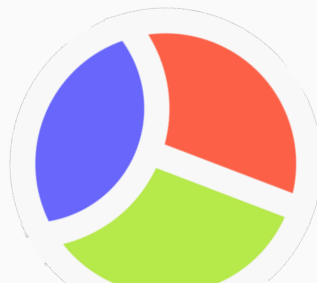
Only marketing can reach buyers at scale before they go in-market and are ready to buy

Our job is to guide them to the right information and serve them with the right messages, so that when they are ready to buy, they think of our brand first

We know every company is different. Some have rigid processes. Some have expectations from leadership. We're not saying chuck what you're doing out the window, we're saying buying behaviour has changed and you need to start introducing incremental experiments and activity - otherwise you'll lose out to those that do.

How we got started: the switch from heavy lead gen

Cognism's testing budget for experiential marketing



## Phase 1: Things you can do right away to start creating demand

For those who can't just radically pivot everything you're doing. This is stuff you can do straight away to reach buyers earlier in the buying process - without shaking things up internally.



## When you're ready - you can move onto phase 2.



We took a long hard look at our capture demand activity and compared it to our benchmark for success. Anything below this benchmark level was switched off and the budget was redistributed

Start running small budget experiments - ask for a small experimental budget or redistribute budget from other activity that isn't performing. Start testing ideas and monitoring engagement metrics.

Start to run create demand activity alongside your capture demand. Long term plays that don't need to convert right away - get out of the mindset that you need to stimulate an immediate purchase.





## Q&A

How can I demonstrate the impact of changed buying behaviour on the wider business?

Having been through the process of moving away from 100% lead gen, what would you prioritise if you had to start over?

What can you do as a marketer if decision makers further up in the hierarchy are nervous to make changes to a traditional sales-led model?

What happens to the sales team if marketing are not fueling them with data to go outbound?

What customer research should marketing be doing to learn about new buyer behaviour?





## Over the next three webinars, we will cover:

Why markets can't rely on outdated tactics

Which tactics and why

How to wean yourself off outdated tactics

How to run new and old plays alongside one another

Marketers need the skills to market to out-of-market buyers

Why out-of-market buyers are the key to your success

How do you reach out-of-market buyers?

The importance of memory/emotion in reaching out-of-market buyers

How to get buy-in from higher ups to allocate budget to targeting out-of-market buyers

Marketers need to find the right places to create demand

Why you need to create demand

How do you find the right channels?  
What content should you use?

How to get buy in for allocating budget to create demand plays

How to test create demand within a lead gen org

