



coach

communications

Boost B2B Sales

Which communication tactics drive real results?



Introduction

This report provides valuable insights into the dynamics of B2B sales by answering questions such as:

- Which communication channels truly impact buying decisions?
- What role do procurement teams play in B2B sales?
- How does the purchasing team size influence procurement processes?
- Are senior marketing leaders less impacted by communication efforts?

We conducted primary research, focused on marketers with buying responsibilities. Our survey included marketers at all levels, from individual contributors to CMOs, across companies of varying sizes.



Survey demographics

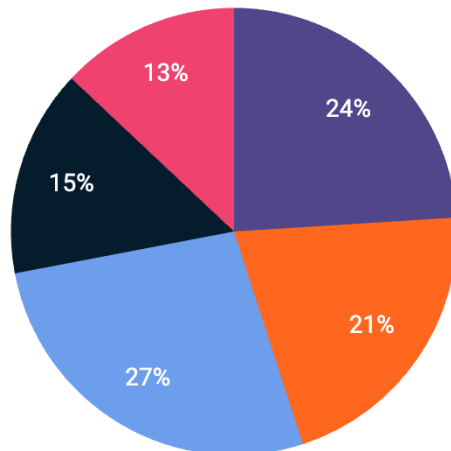
Persona Breakdown

- 24%: CMO / Marketing leader
- 21%: Marketing team lead
- 27%: Marketing individual contributor
- 15%: Agency-side
- 13%: Other

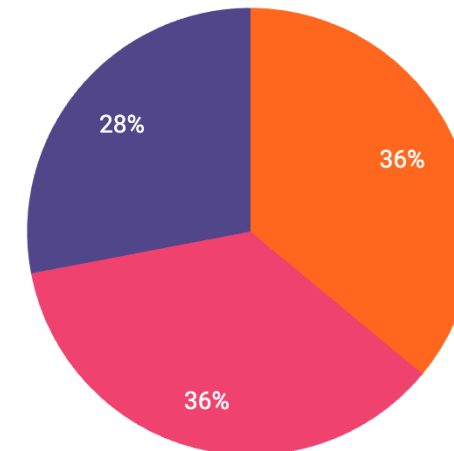
Size of marketing team

- 36%: Marketing teams with less than 10 people (small)
- 36%: Marketing teams with 11-35 people (medium)
- 28%: Marketing teams with over 35 people (large)

Persona breakdown:



Size of marketing team:



Section 1:

The role of procurement



The role of procurement

Insight:

Be aware of who you are selling to, and the roles that various stakeholders may play in the purchasing decision.

The role of procurement varies widely across companies.

In some, procurement teams handle everything from taking briefs to sourcing suppliers, shortlisting candidates, and making recommendations. In others, they are only involved in final contractual discussions.

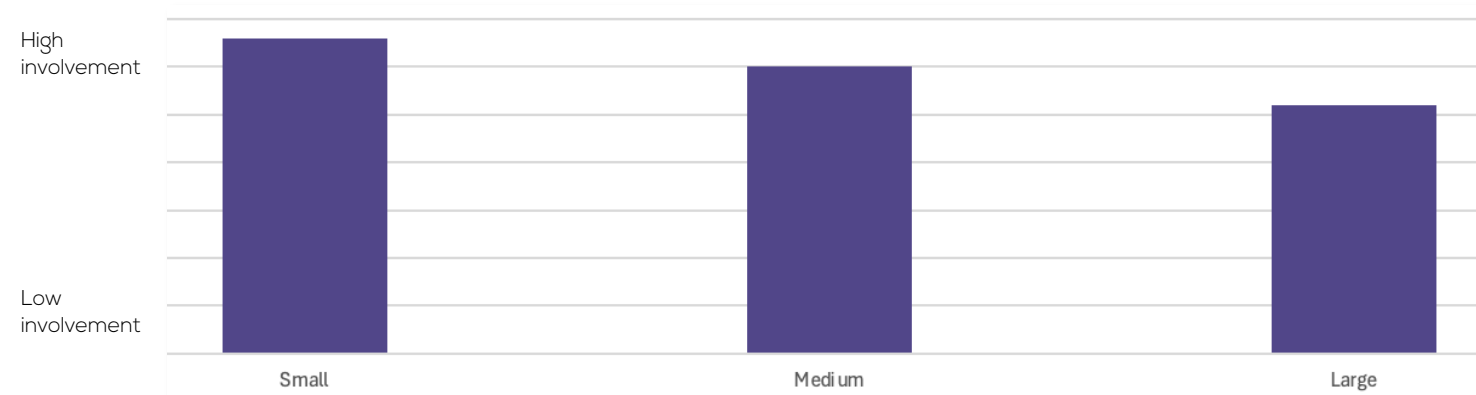
By persona

- **Individual Contributors:** Primarily involved in identifying vendors
- **Team Leaders:** Active in comparing and evaluating options and agreeing on statements of work
- **Executives:** Broadly involved across all procurement roles, with most approvals at this level.

By marketing team size

- **Smaller Teams:** Less hands-on in the process, relying more on procurement for identifying and analysing suppliers
- **Larger Teams:** Marketing members are more active in finding and analysing suppliers
- Across all company sizes, procurement plays a crucial role in vendor negotiations.

Procurement involvement by marketing team size



Section 2:

The importance of communication channels



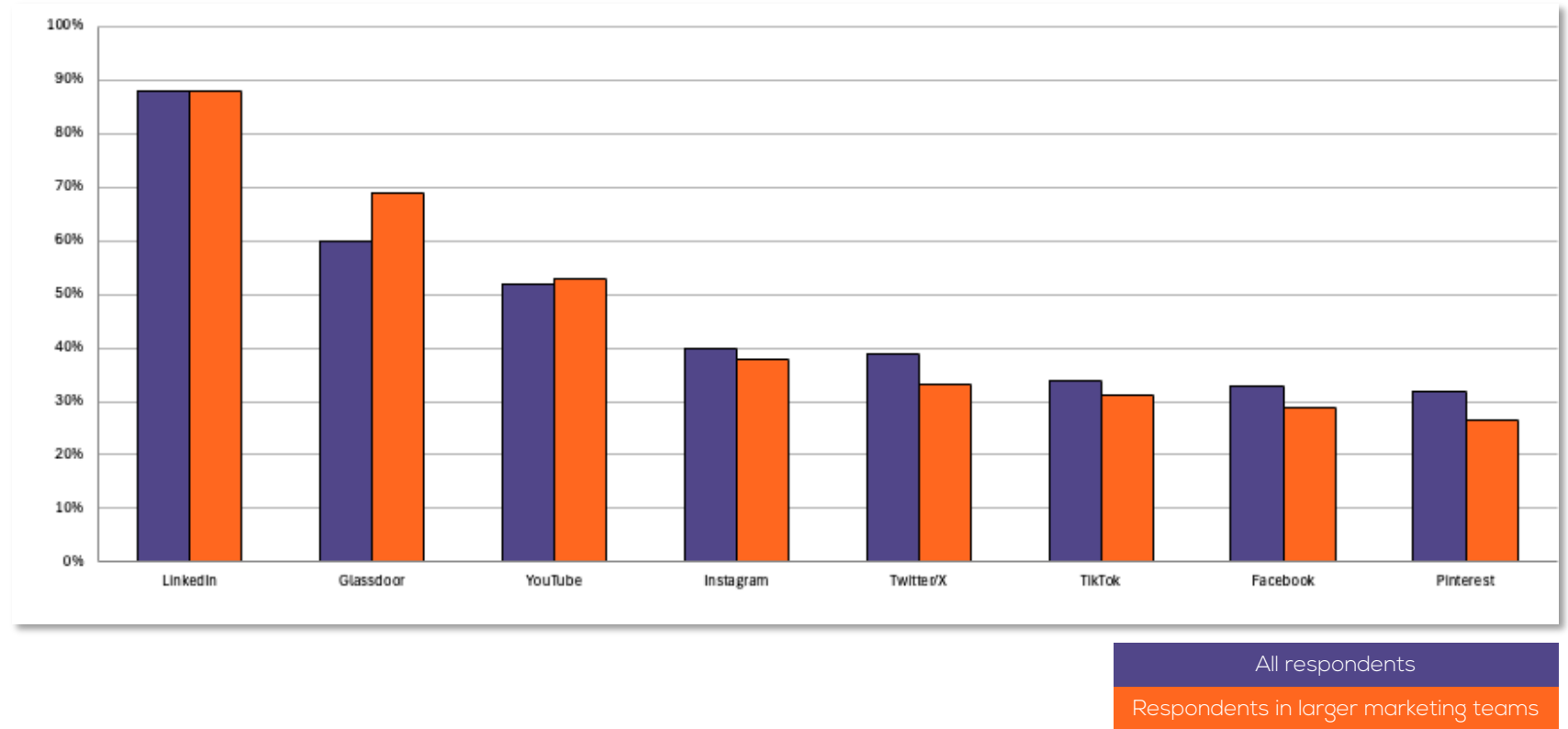
Social media

Insight:

Invest your resources into LinkedIn. And consider the impact that Glassdoor and your employees have on purchase decisions.

LinkedIn is the most critical channel for B2B communications.

Somewhat surprisingly, Glassdoor, a site where employees review companies, also plays a significant role in B2B purchasing, showing the power of employee branding.



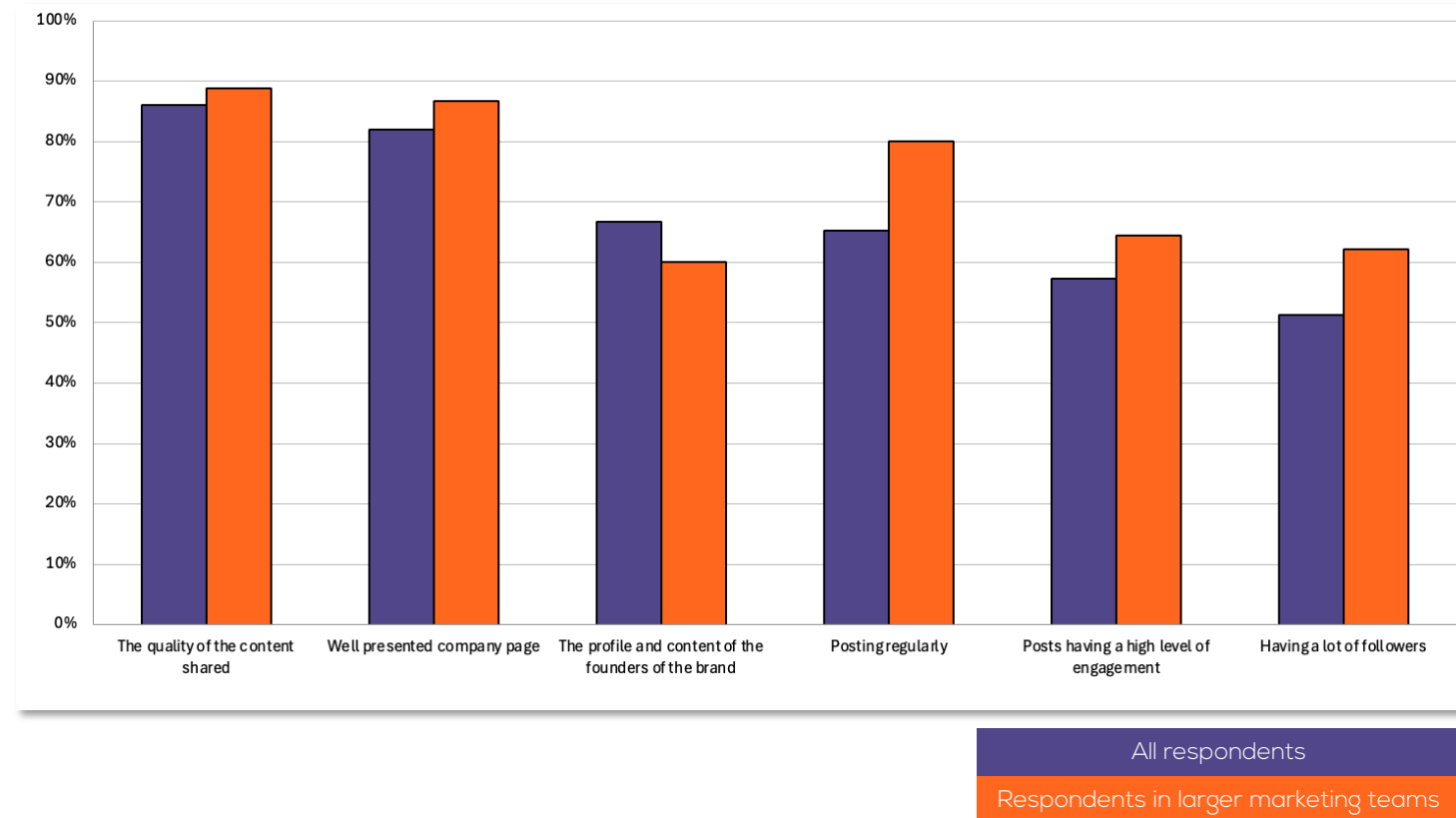
For respondents in larger marketing teams, Glassdoor is 9% more important, while Twitter is 6% less important.

LinkedIn deep dive

Insight:

Focus on quality content delivered via a well organised company page. Get this right and engagement and followers will naturally increase.

B2B buyers focus on the quality and presentation of LinkedIn content.



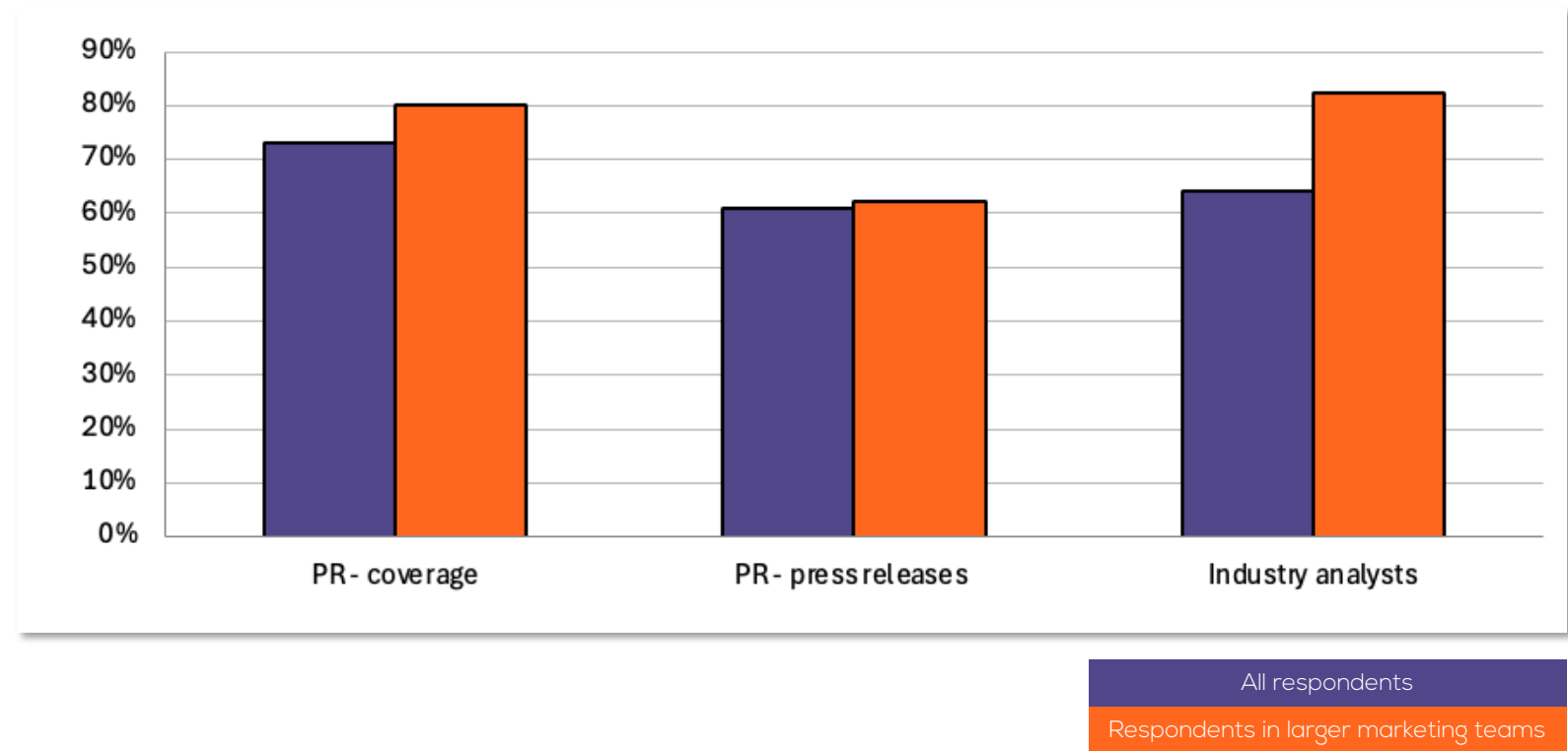
B2B buyers in larger marketing teams place more importance on regular posting (15% more important) and having many followers (11% more important), whereas the profile and content of founders and senior leaders are slightly less critical (7% less important).

Public and Analyst relations

Insight:

Deliver newsworthy PR that will gain coverage. Analysts become more important when selling into larger companies.

Public and analyst relations work is seen as less important than LinkedIn in B2B buying situations.



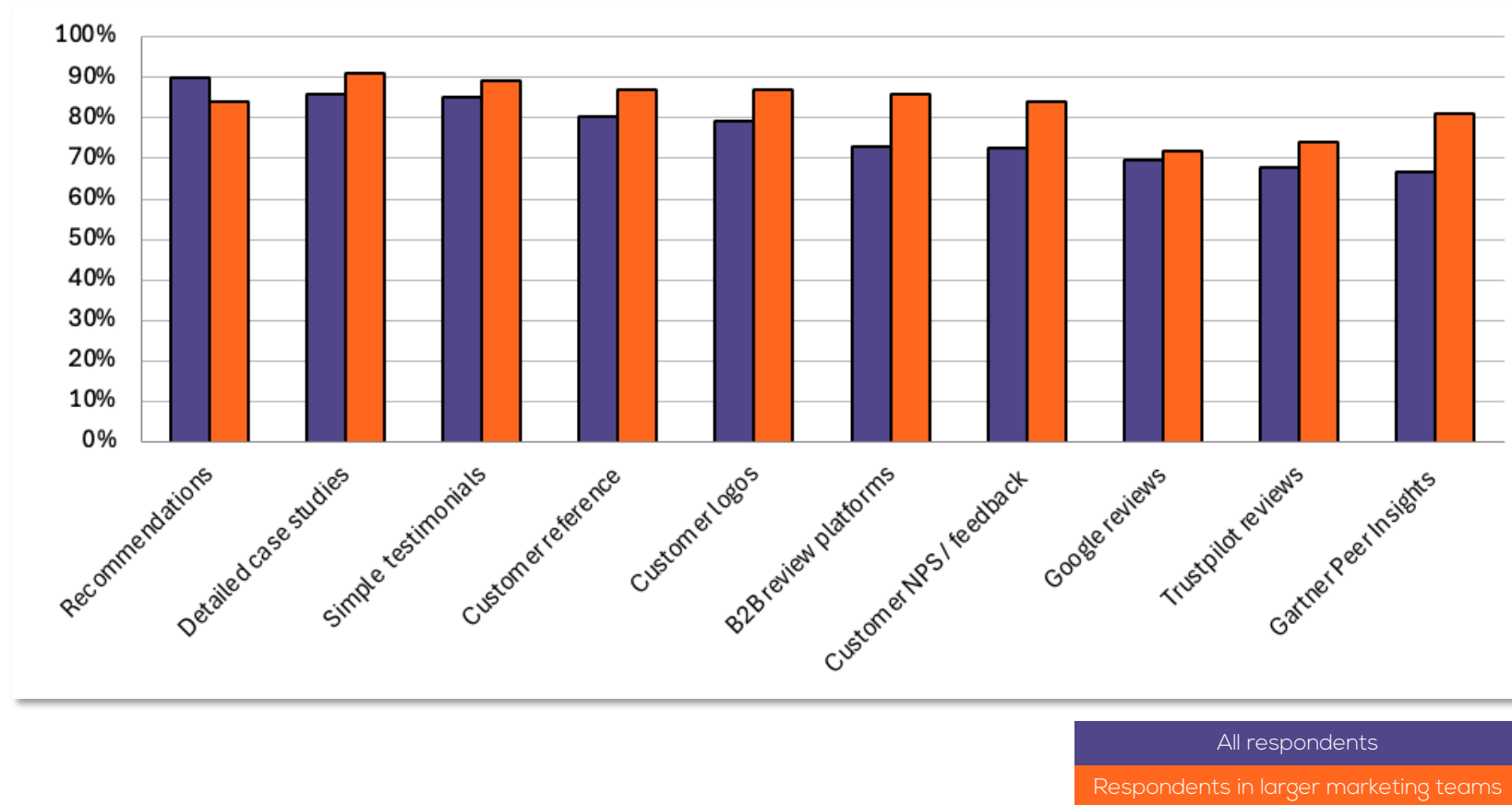
Marketers in larger teams place more importance on PR coverage (7% more) and analyst report presence (18% more).

The role of customers

Insight:

All aspects of customer advocacy are vital. The more detailed the customer feedback is, the better.

Customers significantly influence buying activity, from simple reviews to detailed case studies.



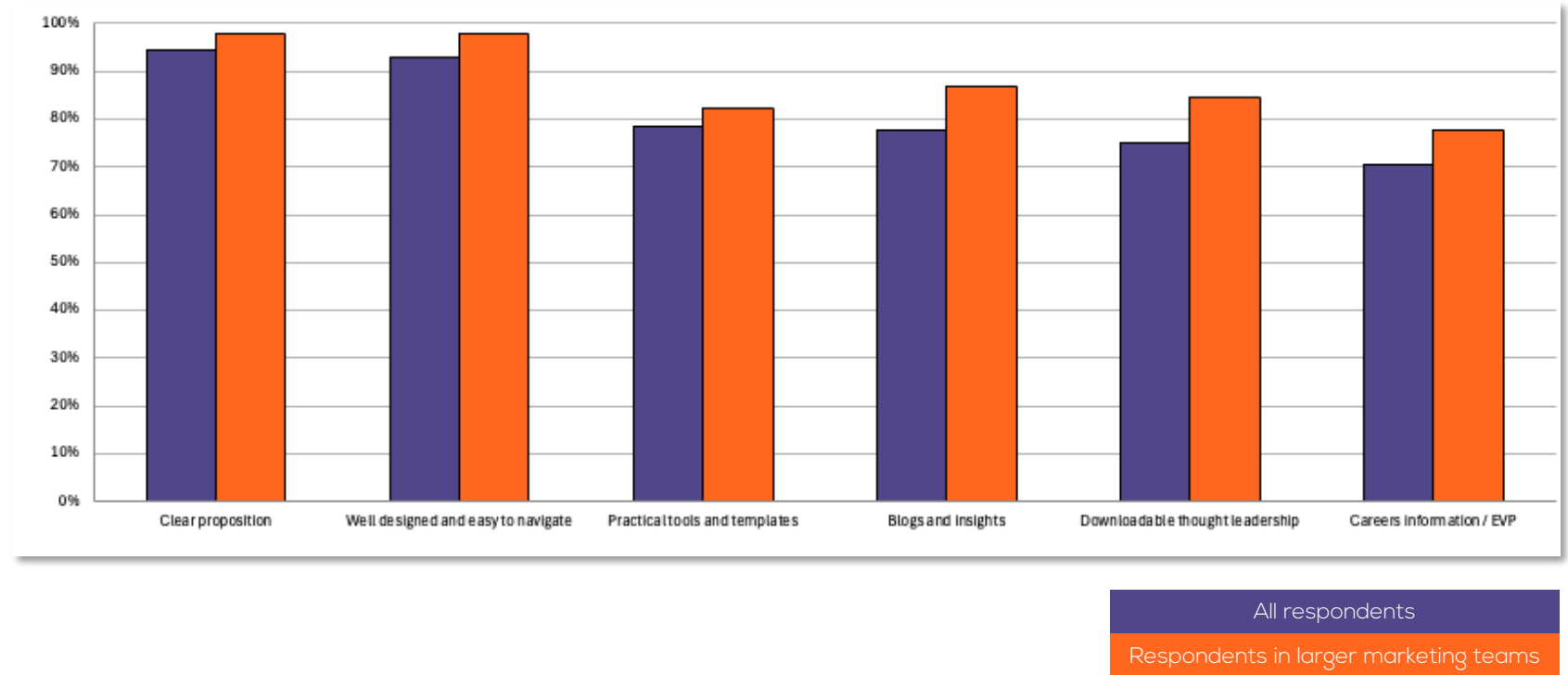
In larger teams, marketers place more importance on Gartner Peer Insights reviews (14%), B2B review platforms (13%), and the use of customer NPS or feedback scores (11%). Conversely, recommendations or word of mouth are 6% less important.

Website and content

Insight:

Get the basics right on your website. Ensure it tells buyers who you are and what you do, and make sure it's easy to navigate.

Websites and their content play a crucial role in B2B purchasing decisions



For marketers in larger teams, thought leadership is more important, whether through blogs and insights (9%) or downloadable materials (9%).

Section 3:

The impact of seniority



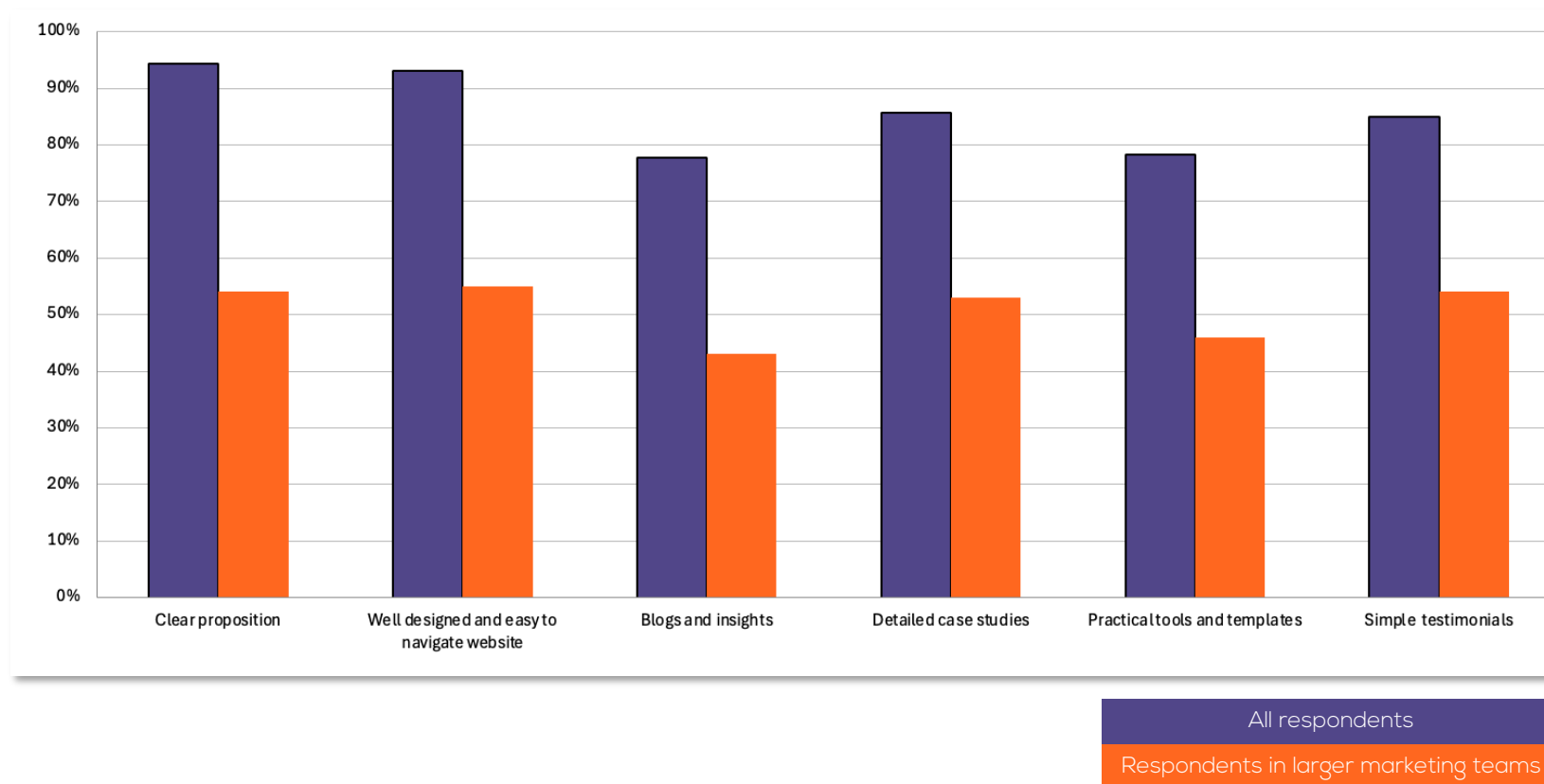
Senior leaders' viewpoint

Insight:

Senior leaders are the ultimate decision-makers and are less impacted by your communications than others in the purchase cycle.

Senior marketing leaders and CMOs generally place less importance on communication channels.

The most significant gaps are highlighted below:



Across the entire data set, marketing leaders saw an average of 19% less importance for all channels.

Section 4:

Conclusion and recommendations





Leverage your customers to tell your story

- **Customer reviews:** Highlight positive customer reviews from platforms like Gartner Peer Insights, G2, and Capterra. These are particularly influential in larger companies
- **Case studies:** Develop detailed customer case studies that showcase successful implementations and positive outcomes
- **Customer logos and testimonials:** Display customer logos and testimonials prominently on your website.

Enhance your LinkedIn presence

- **Content quality:** Ensure high-quality, relevant content is regularly posted. Engage with your audience through meaningful posts that add value
- **Company page:** Maintain a well-presented company page. This includes up-to-date information, visually appealing graphics, and engaging posts
- **Leadership profiles:** Ensure the profiles of founders and senior leaders are well-maintained and reflect the company's values and expertise.





Optimise your website content for B2B buyers

- **Clear messaging:** Clearly explain what your company does, why you do it, and how you do it. This is critical for B2B buyers
- **User-friendly design:** Ensure your website is well-designed and easy to navigate. A smooth user experience can significantly impact purchasing decisions
- **Thought leadership content:** Include blogs, insights, and downloadable white-papers. These materials position your company as a thought leader and provide valuable information to prospects.

Engage in effective public and analyst relations

- **PR coverage:** Seek opportunities for positive media coverage. Highlight your successes and thought leadership in industry publications
- **Analyst reports:** Strive to be included in key analyst reports like the Gartner Magic Quadrant or Forrester Wave. These reports are highly regarded by buyers, especially in larger organisations.





Understand your audience

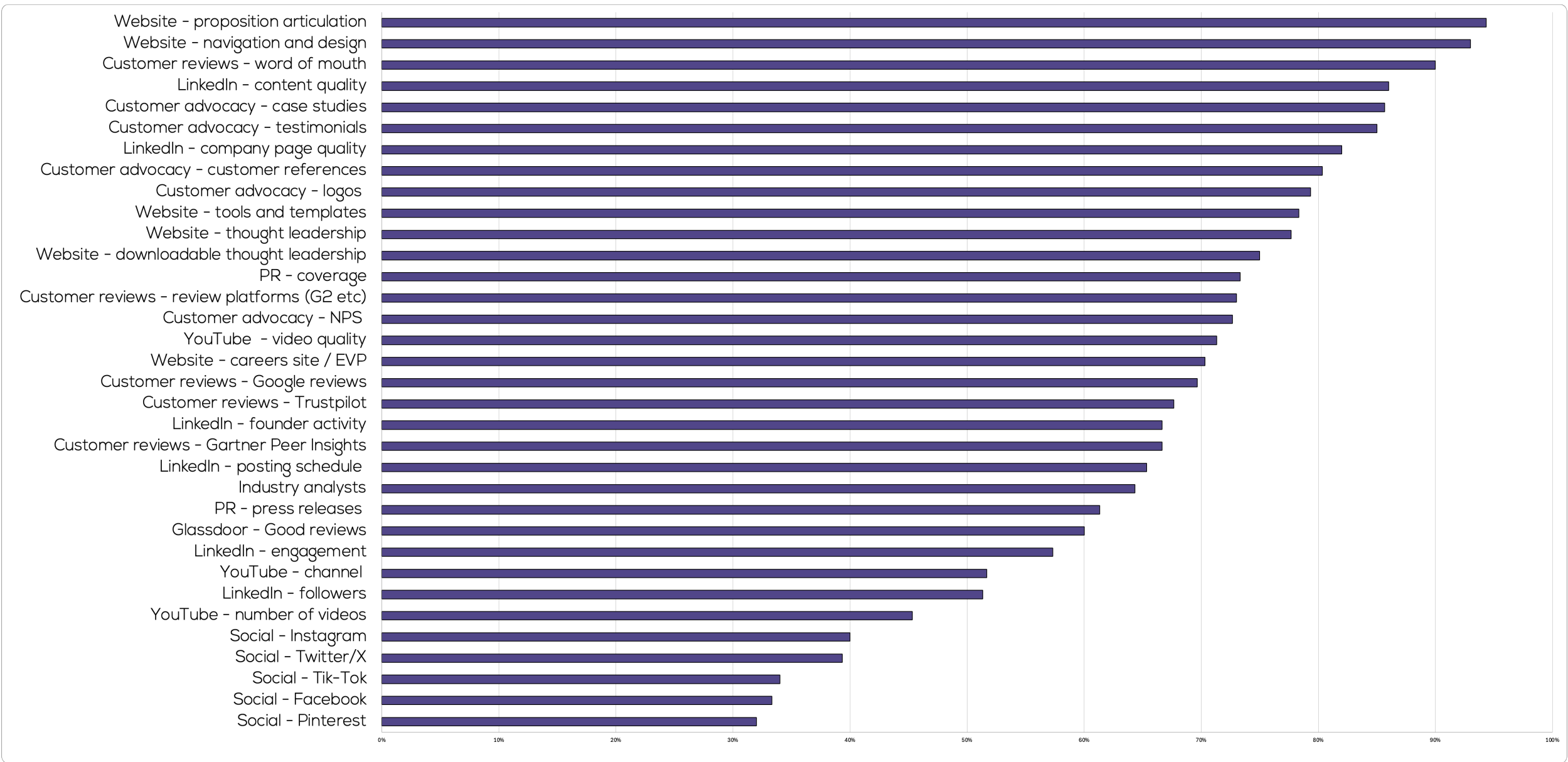
- **Organisation size and seniority:** Consider the size of the organisation and the seniority of your audience before aligning your communications
- **Procurement role:** Understand the role that procurement plays in the buying process. Tailor your communication and materials to address the specific needs and processes of procurement teams in your target companies.

Appendix:

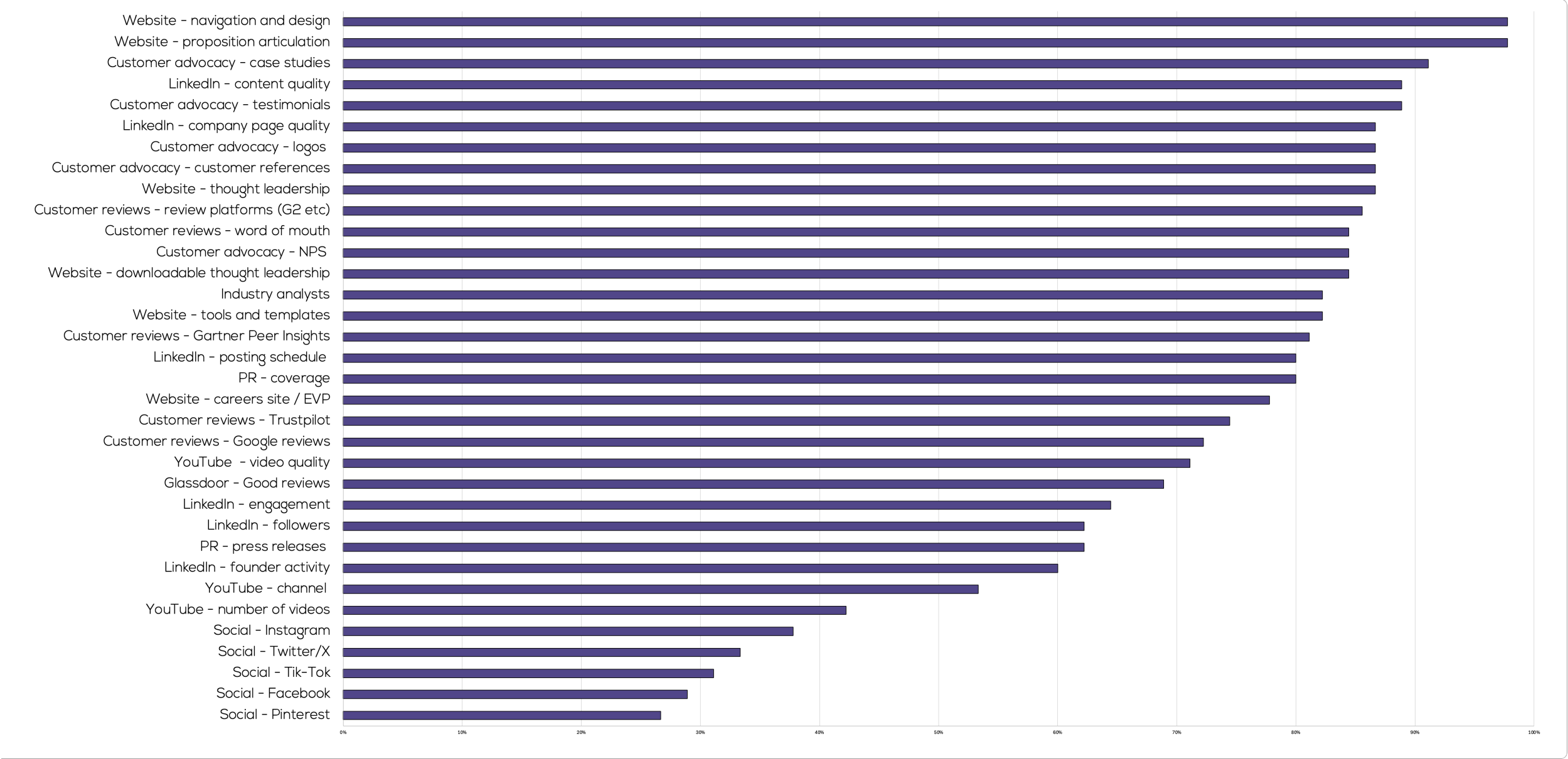
Full data set



All respondents



Respondents from large marketing teams





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