

# B2B BUYERS JOURNEY

## 5 KEY DATA POINTS TO CONSIDER

- 50% of leads are qualified but not yet ready to buy <sup>1</sup>
- Only 25% of leads are legitimate and should advance to sales <sup>2</sup>
- Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost <sup>3</sup>
- 70% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance <sup>4</sup>
- It takes 10 touches to go from initial contact to a closed deal <sup>5</sup>

### NURTURE

#### SHARE WITH INTERNAL TEAM

- Start socializing research
- Research shows that 35-50% of sales go to the vendor that responds first <sup>8</sup>
- Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads <sup>9</sup>



#### ESTABLISH PROJECT

- Establish project research/goals
- Start discovery

#### REVIEW ALL RESEARCH

- Discovery period, anywhere from 1-10 days <sup>6</sup>
- 43% of respondents report a slowing of the sales cycle, putting more pressure on the online marketing mix to nurture leads through a prolonged purchase process <sup>7</sup>

### NURTURE

#### SHARE RESEARCH WITH INFLUENCERS

- Nearly 2/3 of B2B marketers identified engaging key decision makers as their top challenge <sup>10</sup>
- The average sales cycle has increased 22% over the past 5 years due to more decision makers being involved in the buying process <sup>11</sup>

“Effective nurturing strategies are built around the customer’s journey through the buying process.”  
- Lori Wizdo, Forrester Research

#### PROCUREMENT / BID PROCESS

#### VENDOR DECISION – ESTABLISH START DATES

#### IMPLEMENT

What has happened in the B2C space is now happening in B2B. With the availability of a seemingly infinite amount of resources, it is the duty of the marketer to develop a clear voice within an overcrowded marketplace of content. The best way to create that clear message is through a commitment to listen to the consumer and respond with meaningful information.

Lead nurturing allows you to communicate on a step-by-step basis to develop a relationship with your prospects - to become a trusted source of information. Don't overcomplicate the lead nurturing process. Use the 80-20 principle as a baseline, which states that most often, 80% of the effects are a direct result of only 20% of the causes. Don't overwhelm your customers with messaging. Keep it simple and, most importantly, keep it relevant.

<sup>1</sup> Gleanster Research

<sup>2</sup> Gleanster Research

<sup>3</sup> Forrester Research

<sup>4</sup> Marketing Sherpa

<sup>5</sup> Aberdeen

<sup>6</sup> Madison Logic

<sup>7</sup> PRNewsWire

<sup>8</sup> InsideSales.com

<sup>9</sup> DemandGen Report

<sup>10</sup> Forrester Research

<sup>11</sup> Sirius Decisions