



Marketing to a B2B Technical Buyer

A Webinar from Enquiro & Kellysearch



Today's Hosts

○ Gord Hotchkiss

- President and CEO of Enquiro
- Active in the advertising and marketing industry for 25 years
- Chairman of the Search Engine Marketing Professionals Organization (SEMPO) Board
- Blog: outofmygord.com



enquiro research 
don't guess. know!

○ Phil Manning

- Marketing Development Manager, Kellysearch US/UK
- Been with Kellysearch since its inception in 2001
- Migrated Kelly's from print directory to online database in UK



Kellysearch.com
Everything you need, nothing you don't



Today's Agenda

- We will discuss:
 - What a technical buyer is
 - What influences this group
 - What they're looking for on your site
 - How to build a “content arsenal”
 - How to get on the top of buyers' short lists

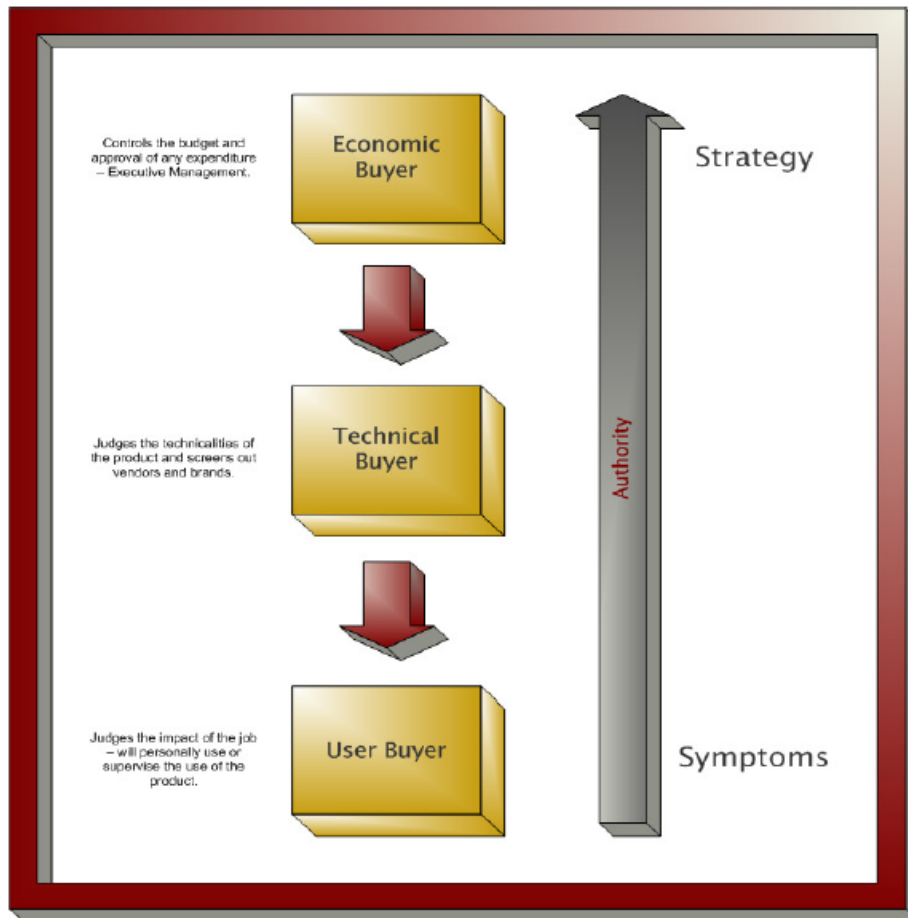


Research Background

- How was the research conducted?
 - Survey of 1,000+ B2B purchasers
 - All participants planned to make a purchase of \$1,000 or more in one of the following categories:
 - Parts & Components
 - Equipment
 - Business Services
 - Supplies
 - Software
 - Hardware



Research Background



- 4 B2B Purchasing Personas
 1. Economic Buyer
 2. Technical Buyer
 3. User Buyer
 4. Coach (not pictured)



Research Background

- 4 Phases of Purchasing Cycle
 1. Awareness
 2. Research & Consideration
 3. Negotiation & Vendor Finalization
 4. Purchase



Where B2B Technical Buyers Look

○ Search Engine Results Page (SERP)

- Where do technical buyers look first?
 - Depends on the purchasing stage
 - Beginning → Organic Results
 - Purchased → Sponsored Links
- Leveraging the SERP



Where B2B Technical Buyers Look

- SERP SWOT
 - Review listing messaging
 - Contrast and relevance
 - Getting above the fold
 - Sponsored listings
 - Optimize press releases

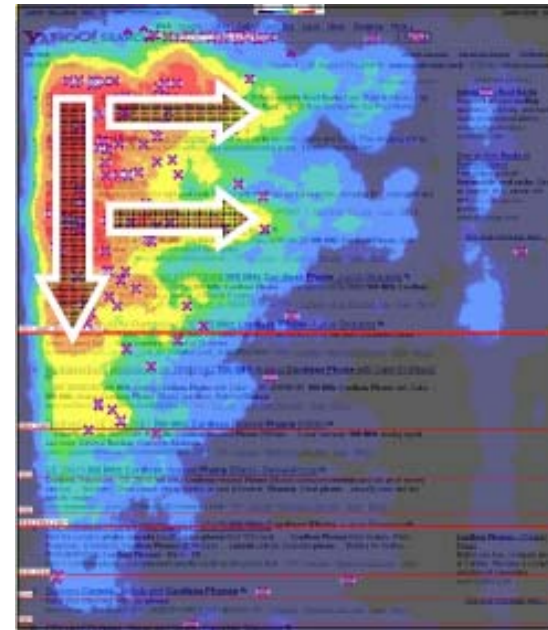


Where B2B Technical Buyers Look

Eye Tracking Studies



Google's Golden Triangle



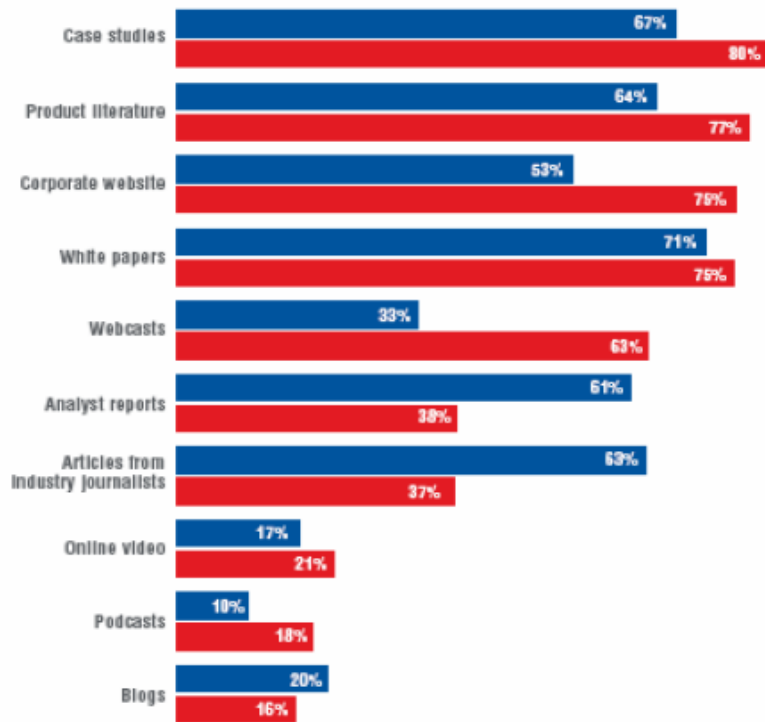
F-Scan Pattern



Where B2B Technical Buyers Look

What Types of Content do you Frequently Consume/Read?

Blue – Technical Buyers
Red – Marketers



Connecting Through Content Series

KNOWLEDGESTORM
LEAD. SOURCE. EVOLVE.

MarketingSherpa

Online

Resources

- White Papers
- Case Studies
- Product Literature
- Industry Articles
- Analyst Reports



Where B2B Technical Buyers Look

○ Online cont...

- Vendor Website is #1
- Top Influencers in each Phase
 - Awareness → Search Engines & Manufacturer Website
 - Research → Manufacturer Website & Search Engines
 - Negotiation → Manufacturer Website & Vendor Website
 - Purchase → Manufacturer Website & Search Engines



“Peeling the Onion”



SEO & Company Website

○ SEO

- Online Buzz
 - Testimonials
 - Relevant Content
 - WOM / Blogs
 - Video / Games
 - Podcasts / Webinars
 - Interactive website
- Leverage distributor's website



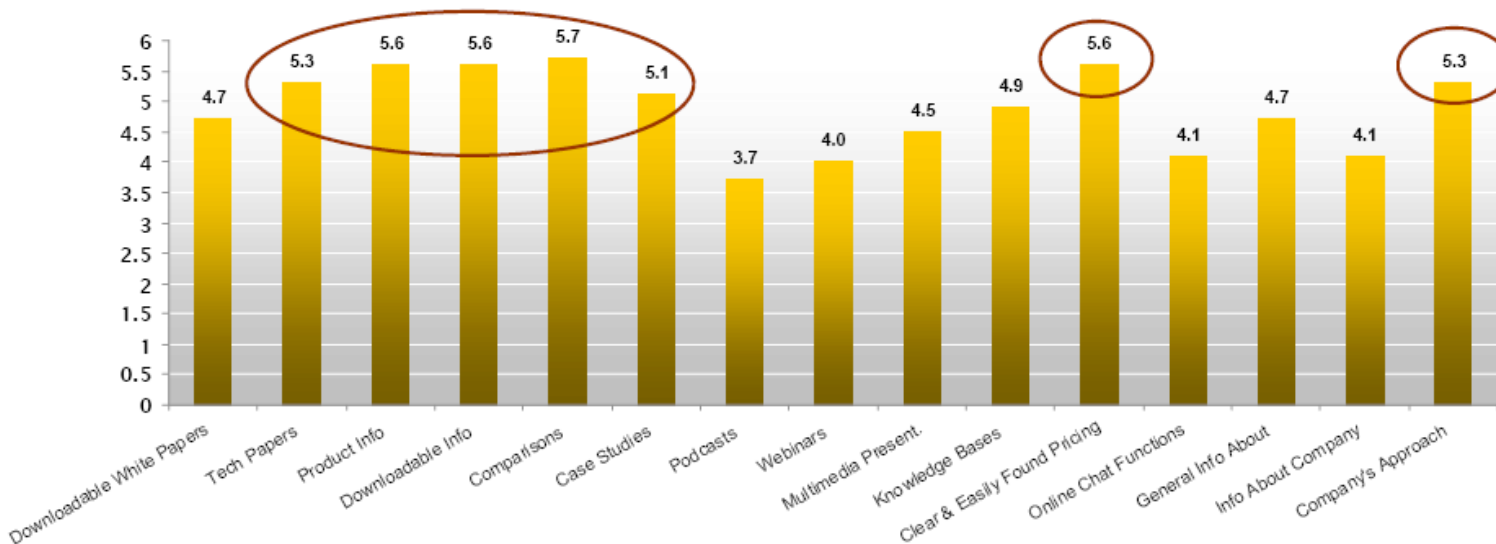
SEO & Company Website

- Company Website

- Content

- Comparisons
- Downloadable Info
- Product Info
- Clear & Easily Found Pricing
- Tech Papers
- Company Approach

Top Site Factors - Total (All Phases)





SEO & Company Website

o Company Website cont...

- Microsite

- Target specific audience
- Help customers connect with you
- Measure ROI

- Rich Media

- Videos of products in action
- Virtual tours
- Video testimonials





SEO & Company Website

○ Company Website cont...

- Testimonials
 - Address prospects' concerns
 - Use throughout site w/ dedicated page
 - Short & Direct
- Migrating from Offline to Online
 - URL prominent in marketing materials
 - Include URL in all press release
 - Give incentive to go online

The screenshot shows the Kellysearch.com website interface. At the top, there are navigation tabs for 'Suppliers', 'News', and 'Web Search'. The main header features the 'Kellysearch.com' logo with the tagline 'Everything you need, nothing you don't' and a search bar with a 'Product/Service' button. Below the header, the 'Testimonials' section is displayed, containing three customer testimonials with their names and dates.

Suppliers **News** **Web Search**

Kellysearch.com
Everything you need, nothing you don't

Product/Service

Testimonials

I would like to thank Kellysearch for improving my customer base in such a short period of time. Through, I was convinced.

Andy Eastham
A T Plant Sales, Jan 2007

The revenue generated has easily paid for our advertisement. We are always getting leads from

Louise Clegg
Harris Scaffolding, Jan 2007

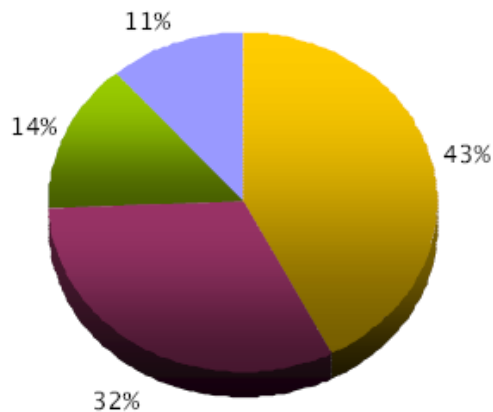
Kellysearch is a good source for inquiries and for potential customers who are able to be contacted through Kellysearch has given us.

Brad Johnson
Johnson Bros. Metal Forming, November 2006



How do technical buyers find you?

How do Technical Buyers get to You?



■ Search Engine ■ Vendor Site ■ B2B Search Engine ■ Industry Information Site

○ Search Engines

- General Search Engines
- B2B Search Engines
- Vendor Sites
- Industry Information Sites



How do technical buyers find you?

○ B2B Search Engines

- More focused than General Search
 - For example: Dentist looking for “ceramics” is *not* interested in pottery
- Blended Content
- Aligned with Technical Buyer’s workflow
- Plays largest role in Negotiation Phase



“Pogosticking”



Highlights and Take-Aways

- 4 Personas of B2B Buyers
- 4 Stages of Purchasing Process
- Search Process Begins Online
- Your company website is key to online visibility and prospect conversion
- Use relevant content and tools such as microsites
- Know how technical buyers find your company online helps determine where to spend marketing dollars and improve ROI

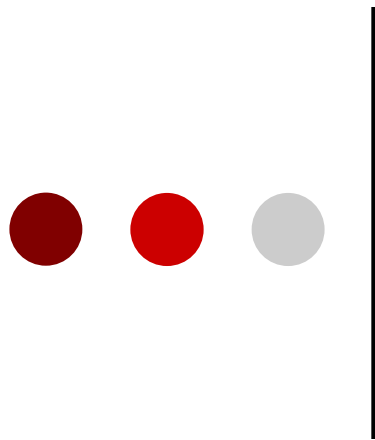


Thank You for Attending Today's Webinar

Q&A

You can download the Enquiro White Paper:

www.enquiroresearch.com/whitepapers



Questions/ Comments/ Suggestions

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Attributions:

- “Marketing to a B2B Technical Buyer” (2007); Enquiro Research;
<http://www.enquiroresearch.com/b2b-tech-2007.aspx>
- “Hot Topics: Vertical Search Deliver What Big Search Engines Miss” (2006); Outsell;
<http://www.outsellinc.com/store/products/289>

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