

B2B BUYER EXPERIENCE ESSENTIALS BOOK

Tips to Manage the Customer Journey:
Enhance Engagement & First Impressions



Companies are no longer competing on price or products. Instead, they are differentiating themselves with experiences that are delightful, meaningful, and personalized – to foster mutually beneficial relationships and sustained business growth.

Consider your website a front door to your brand. What are your buyer experience must haves? **This Magento Short Guide offers insights and tips to help businesses:**

- ✓ Mine personalization opportunities
- ✓ Optimize content marketing and offers
- ✓ Learn from examples of value-add content
- ✓ Find and manage the right agency relationships

Contributors



What are today's buyer experience must-haves?

BLUE ACORN

Offer a Product Matrix Grid - On a traditional B2C product page, buyers can only choose one size and one color at a time. With a product matrix grid, B2B users can choose multiple colors and sizes on a single page—making it simple to bulk order items.

Keep Requisition Lists - These are similar to a wish list in the fact that buyers populate a list and the list lives within their account. However, it's not meant to be shared like a wish list. A requisition list would act as a shopping list for frequently bought items or items for a specific type of project. Buyers can purchase items directly from the list rather than searching for the product each time.

Implement Account Hierarchies - This feature allows B2B buyers to segment accounts based on corporate structure, teams, or locations. Within the account hierarchy, you might have a purchaser, approver, and site admin. For example, if a purchaser wanted to buy new employee uniforms, the purchase would remain pending until an approver OK'd the order.

COREVIST

Prioritize 100% Self-Service. With increasing exposure to B2C eCommerce in their personal lives, B2B buyers are coming to manufacturers and distributors expecting 100% self-service digital commerce. If B2B buyers have to call customer support to get accurate inventory information, pricing, and product specifications, then the website isn't doing its job.

FPX

When it comes to technical features that facilitate a better B2B buying experience, we focus on:

- Data driven guided buying/selling to ensure the right product, gets to the right customer, at the right price.
- Optimized pricing that allows for negotiations/ discounting to ensure sellers can quickly deliver the best price without the hassle of approval delays and so customers can be confident they are getting the best possible price.

JASPER PIM

Everything about how you sell should feel as though it was personally created for the end-user, and you can only do that by tailoring every, single element of the experience.

Every detail of how, when and where something is presented matters to conversion and overall customer satisfaction. A company must not only consider the standard line-items of UX, copy, product details, and more, but also all promotions and release schedules should be geo-specific. You'll want to be aware of language and measurement systems (even for supplemental PDFs and sizing charts), imagery, currency, payment types, campaign design, and so on.

Here is a quick example: A given product or series will be designated to be released to your USA store at a specific time with geo-specific assignments including: English description, US currency, local photography and specific PDFs. Meanwhile, this same product must be released in a different time zone for your Brazilian store with a Portuguese description, price displayed in Real, with customized creative assets for the Brazilian

market, and any other supporting information that may best resonate with that specific target audience. The key is consistent, curated, and in sync data for everything you sell, everywhere you sell those items.

These items seem like table stakes, but many companies are finding themselves struggling with domestic launches, let alone the complexity behind internationalization.

PIXAFY

Sites should prioritize robust mobile functionality. More B2B customers are working from their phones and tablets, giving them flexibility to get away from their desks and get the job done in the most convenient way possible. B2B merchants can't afford to have their prospective clients end up going elsewhere because they can't interact with their sites, via mobile devices. Additionally, B2B organizations may be at even greater risk than their B2C counterparts as they often face a wider range of regulatory standards that they must comply with. Built-in payment gateways (and similar tools) simplify the processes around handling sensitive data and keeping it safe.

Which personalization opportunities have the highest propensity to drive engagement for B2B buyers?

BLUE ACORN

Geolocation personalization - Say you sell concrete products. Hot, dry, and windy weather conditions lead to soft, chalky results, but you sell a proprietary acrylic seal to prevent that.

You can segment by geography (using shipping addresses) to promote your sealing products to companies in southern and southwestern states with helpful content.

Landing page category - If you sell a wide variety of products, consider using personalization to limit your promotions to categories in which they demonstrated interest and intent to purchase.

Behaviors around preferred brand - If you're a retailer that sells multiple brands, the brand in the customer's cart or purchase history is a good indicator of loyalty that may reach across categories. While price is often a major consideration for B2B buyers, don't underestimate brand loyalty.

Weather - You would be surprised how many products become more or less relevant based on current or forecasted temperature, wind, rain, and more.

i95DEV

Personalization is an orchestrated journey and not a series of disconnected interactions. While it is not about choosing one over the other, certain actions have a bigger impact than others do.

Provide a persistent and consistent experience across channels – Customers today interact with brands across multiple channels while expecting the brands to provide a consistent and personalized experience across them. Providing this goes a long way in building a brand and driving loyalty with customers.

NOSTO

Product recommendations - According to Gartner, 40% of B2B sites are currently using some form of personalization. B2B sites often times have a high multiple of listed items

compared to a B2C site. Thus, B2B sites should incorporate product recommendations specifically for the goal of product discovery and navigational aid across all page types.

Store-in-Store approach - Allow for store-in-store experiences that cover large categories or brands that each require their own messaging and personalization (for instance, a dedicated garden experience on a home improvement store).

Mobile - For high AOV orders, allow for direct chat and mobile capabilities with a representative to facilitate the transaction and build trust. This ultimately aids the business in understanding what their customer base needs.

PUNCHOUT CATALOGS

Branding, personal site welcome, and relevant content are all powerful personalization attributes. In the B2B world (especially with larger buyers), the user base could be 1K+ users. Many of these users see the world differently based on their job responsibilities, company signing authority, and location. So, as best as possible, companies should try to make their eCommerce stores 'contextual' based on the user (or role of the user).

How should content be applied to enhance engagements?

i95DEV

B2B or B2C, content is king. In its various forms and formats (from text to videos, from product descriptions to testimonials, from eBooks/whitepapers to email newsletters) content is great for SEO, product discovery, customer engagement, and more. One of our customers,

a leading manufacturer and distributor of automotive spare parts, leveraged product content to create interactive product schematics and product relationships to show related components for superior and intuitive product and part discovery.

NOSTO

Provide content-rich experiences based on your users - Manufacturer Rheem links users to informative content pages from the homepage, based on what they're looking for.

Offer more technical knowledge - A large dev team with experience in complex builds is a must-have. Often times, international agencies can also be an asset. European eCommerce websites experience the same challenges as B2B websites. Challenges/capabilities include multi-country setups, complex price variables and product availabilities, multiple warehouses, complex payment setups and complex order fulfillments.

SILK SOFTWARE

SILK has been proud to successfully partner with B2B businesses that were able to add buyer value through content unique to their industry. These include creating a fitment search for tires based on year, make, and model of the automobile, and an exploded parts diagram to visually locate parts to purchase. These merchants have content and product data that has value to specific industries and that they have amassed over years. Others are using technical and educational content to drive SEO to the site and linking the content to their products and services.

Content Inspiration:

Try This!

Examples From Businesses Like Yours



Using personalization, one **Blue Acorn** client identifies where visitors are in the buying process and provides the right content at the right time, and in some cases, avoids pushing content that would only serve to create friction. If an anonymous user looks at more than five PDPs, they are likely a researcher. If they go straight to one product and put it in their cart, it is assumed that they are a purchaser. In the case of the researcher, they receive banners or pop-ups with pertinent content, such as a buying guide. If they are likely a purchaser, pushing content will only add friction to the buying process.



Mission RS, a restaurant supply company, leverages a blog to promote its products. The company has a series highlighting chefs across the country. Within the article, they ask the chef to list their favorite kitchen tools and appliances—each linked to the PLP for that specific category.



Corevist client Mannington Mills recently launched a best-of-breed Magento site integrated to SAP through the Corevist platform. Mannington had a B2B ordering portal with no rich content, but their customers were complaining that it was hard to find the products they needed. Four months after launching their new Magento site with rich content, Mannington was seeing a 150% increase in digital sales. Mannington's addition of rich content translated into buyer value (finding more of the products buyers needed), which in turn translated into greater revenue for Mannington.



FPX expert services helped a global fuel manufacturer and distributor develop a comprehensive document diagnosing business and process challenges that needed to be solved in order to achieve the core KPIs the business had set out as benchmarks for success. With the aid of this document, the teams were able to determine how to execute on resolving the challenges as well as how to optimally implement its Configure-Price-Quote (CPQ) solution.



Nosto customer Heat & Cool's Learning Center is a hub for informative content around the company's offerings. The Hub contains an extensive product glossary with links to product pages, which makes it easy for the customer to make a purchase after they've learned about a product.

What are the qualifying attributes and workflow considerations to address with a content production agency?

BLUE ACORN

Hire a content writer that has vertical-specific knowledge. SEO experts might understand how to optimize a piece of content, but your primary goal should be pushing high-quality information in front of buyers at the right time. You need to establish thought leadership, which means hiring someone who will do more than keyword stuffing.

DOTMAILER

If you have to look outside of your team for content generation, ensure whoever you engage has a handle on omnichannel content marketing. To support meaningful, personalized interactions across all of your touchpoints, creating content that is adaptive will maximize your resource and ensure you get the best ROI from your contract. Things like geographical location, account manager, recent purchases should all be influencing your content strategy - and a good agency will leverage this data across all your customer engagement channels. If you're not sure where to start with this, check out Google's new Universal Analytics functionality. This will give you some idea of what you can be measuring across your touchpoints and will get you thinking about opportunities for engagement.

ECHIDNA

When it comes to partnering with an outside resource for content creation you need to clearly articulate your needs and operating model. Make sure the challenges and desires of stakeholders are put on the table. Only then will you be able to empower them to formulate a strategy when creating content and ensure it meets the goals of your organization.

NOSTO

When developing content, it's imperative to find a partner who will take the time to truly understand your business, your customers, and the value your products/services bring to the market. It's not about finding someone who can create content around features and functions, but rather tell compelling stories about your brand, the experiences of your customers, and how you've overcome challenges to achieve success together. We suggest finding vendors with experience in similar industries. Look at their work and determine if the content is selling you a product or selling you on the company or brand promise. What sticks with you? If it's just the product or its features, then perhaps you need to find a vendor to tease out the story that will resonate with prospects and customers.

Know your customer: The agency in question should have a direct connection to the product being sold online. For example, if you're selling pool equipment, engage an agency where some of the employees own a pool and know how to maintain one. Also, choose an agency willing to understand the actual buying process of the customer base by shadowing the warehouse for a day, or even a contractor using the products.

PIXAFY

When writing new content or adjusting existing copy for your digital storefront, it is vitally important that messaging and tone are consistent throughout the website and in-line with branding objectives as well as organizational values. If this is not something that your team is comfortable with working through internally, it may be worthwhile to consult with a third party agency to ensure that all site content is engaging, impactful, and optimized for all users and visitors.

SILK SOFTWARE

When working with a contractor or agency to develop content, it's important to set realistic goals. Content development is an ongoing process and should be planned phase by phase. Additionally, try to engage with your customers or customer advocates to better align with their needs and expectations. Content is still king and indexable by search engines. One other trend is the use of content management and product information management systems to provide a centralized area for content to be stored, revised and utilized for all the company's key sales and marketing channels.



5 Steps to Creating Buyer Content

PRESENTED BY **dotmailer**
EMPOWERING MARKETERS



01 Identify your topic



02 Make sure to identify/include a business case



03 Identify audience personas



04 Develop a story



05 Determine which format you will communicate your messaging (i.e. case study, eBook, etc.)

About Magento Commerce

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace.

More information can be found at www.magento.com.