

b2b multi-generational marketing

In recent years, the ecosystem of influencers involved in the B2B research process has changed—dramatically. If you're marketing exclusively to the highest level of executives, you're overlooking a large portion of the people who need to notice you. Studies show that while 64% of the C-suite retains final sign off on purchase decisions, employees outside of the C-suite possess the most influence. Almost a quarter (24%) make final choices and 81% have a meaningful say in purchase decisions.



For example, today's technology purchases are influenced, selected and implemented by a broad range of younger Millennial, older Millennial and Gen X constituents, influencing their older Boomer counterparts. Data collected by LinkedIn shows that the formula for communicating across the generations is similar:

RIGHT MESSAGE + RIGHT MEDIUM + RIGHT CHANNEL

To support sales and business objectives, it is critical for brands and marketers to acknowledge that today's B2B decision makers are cross-generational. For each distinct target audience, marketers must consider the what (message), how (medium) and where (channel) that will lead to engagement, and then develop accordingly. It's no longer a simple matter of using the traditional "one size fits all" approach to reaching the key influentials. To resonate, marketers have to customize the message by medium to the audience.

For example, while the C-suite may still rely on more formal communications such as white papers and trade articles, Millennials tend to respond best to referrals. They prefer to use social channels to solicit opinions, learn about options, read reviews, and validate recommendations to gain trust in products/brands. In fact, 50% say social media influences their purchase decisions. The fact remains that marketers must be visible in the right mix of traditional AND digital channels.

To ensure that your brand message, your brand personality stays consistent across all generations and all levels of influence, you need a strategy. Branding is only one part of the equation. It takes an orchestration of content management and messaging strategy to convey your full brand story. Even more important is the process by which the story is told. A strategic combination of coordinated communication is required across multiple channels for multiple audiences. The key is to create a connection that is sustainable and nurtured to the point of sale.



Understanding what message to use, what medium to deploy, and what angle to take is critical to bringing your brand story to life. For over twenty years, The Point Group has specialized in B2B integrated marketing. We understand that every marketing challenge is different and no one solution can be the same. Our blueprint for success takes a holistic view from the start and unifies it through strategic orchestration, surrounding your brand with a full spectrum of integrated communication. We recognize that your brand story is unique, that's why we customize the marketing approach to address the nuances of your multi-faceted audience to reach your business objectives. Our team of professionals come from both the agency and the client side, representing multiple age demographics, subject matter expertise, in various disciplines. We can help you navigate the complexities of B2B marketing and take your brand to the next level.