



## B2B Decision Making – Reason v. Emotions

It has long been bandied about that B2C marketing targets consumers' emotions, while B2B appeals to clients' logical sides. It isn't that simple and clear cut. Should B2B brands only speak to businesses rather than the people behind them; focus on utility - product features, price comparisons- rather than emotional appeal, such as ambition, confidence, work pressure, risk, and reward? A [Gartner study](#) reveals that, when it comes to business value, buyers don't see a significant brand connection – the feeling of being personally connected to the brand.

In short, while business purchase decisions seem more deliberate, marketers ignore the emotional side at their peril. Business purchases are generally high risk. The decision maker runs the risk of making a poor decision that can negatively impact the company's bottom line or reputation, in turn impacting her job performance and prospects. To ease his concerns and strengthen his confidence about buying your product, clever marketing dictates addressing this pain point and promoting his product's contribution to meeting all the buyer's needs.

## Benefits of Emotionally Connecting with Your B2B Customers

What emotional drivers impact B2B decision making? Don't forget to focus on "What's in it for me" - the ease of doing business, productivity improvements, cost savings, or operational efficiency – leading to a more satisfied client and their management.

By creating emotional connections with your buyers, you'll reap very specific benefits:

- Repeat purchase and recurring revenues
- More frequent visits to your website or physical store
- Increased response to your marketing communications
- Attain more customers who care more about your product's value than its price
- Increase word of mouth recommendations from your customers, making them your ambassadors

### Social Media Goals

- Awareness - Do prospective customers know who you are and what you do?
- Engagement - Does your content evoke shared belief and emotion with your audience?
- Demand/Lead Generation - How many qualified marketing leads has your social media generated?
- Non-Sales-linked Goals - Has social media helped boost customer service?

### Social Media Benefits

- Use social experiences and connections to bring customers to your side
- Effectively and cost-efficiently drive traffic to your website
- Understand the issues your prospects face
- Know where prospects are in their buyer's journey and what content to put in front of them
- Promote your content cost-free



## 12 Ways to Establish an Emotional Connection with B2B Clients

1. Sell to individuals, not corporate bodies, appealing to the prospect's needs, wants, hopes and fears
2. Familiarize yourself with negative emotions that hinder sales, such as anxiety, confusion, indifference, buyer's remorse, and strive to achieve positive feelings like curiosity, excitement, customer connection and engagement
3. Get to know your top customers - their traits and the emotional drivers that made them choose to invest in your solution
4. Align your marketing communications to your prospects' emotional motivators
5. Build in personal value - how purchasing your tech can enhance the buyer's standing in the company - in the prospect's business purchase decision
6. Share success stories of happy and satisfied customers who have reached their professional and personal goals by using your solution
7. Support your marketing message with action to achieve brand authenticity
8. Be empathetic to prospects' feeling and emotions and show interest in their needs
9. Connect with your audience through social media to enable them to share positive experiences with your product and immediately and respectfully counter negative feedback
10. Display transparency, meet commitments, and respond to criticisms positively to overcome B2B prospects' natural skepticism
11. Ensure your emotional signals are relevant to your audience personas and to what drives their decision-making process
12. Of course, don't ignore the business benefits; rather, use emotional connection to illustrate them

Many people still say that focusing on business benefits is the tried and true B2B marketing strategy. But in today's crowded marketplace, it's the marketer who can connect to decision-makers *as people*, not just as corporate entities, who can open doors, increase leads, gain new customers, and enhance the bottom line.

- Increase brand visibility via good hashtags
- Enhance customer support and relationships
- Put a human face to your brand and help people better connect to your business
- Showcase your expertise and be recognized as a thought leader
- Improve SEO

### Top 10 B2B Social Media Tips and Tactics

1. Reshare customer content, reviews, success stories to turn them into brand ambassadors
2. Showcase how your product works and how customers are using it
3. Turn one large single piece of content into multiple, stand-alone smaller pieces of content
4. Personalize your brand by featuring real employees in video content
5. Create happy, fun content - it evokes positive emotions that people remember



#### Top 10 B2B Social Media Tips and Tactics (cont.)

6. Use a recognizable brand image with paid social
7. Choose only the social media channels that are right for your business and fit your audience
8. Provide inspiration and authority within a post by including a message from your CEO or founder
9. Use social to retarget visitors or leads who have not converted
10. Enhance audience connection by taking part in a cause or challenge

Platform	Purpose
Instagram	Build brand awareness and user connection by showing the human side of a brand through pictures and videos
LinkedIn	Drive traffic to your website by showcasing industry insights and your company's unique features
Facebook	Increase your reach by posting more personal, relationship-building content
Reddit	Promote your technology to highly targeted audiences in posts that may go viral
Twitter	Humanize your brand with appealing posts, start conversations with potential customers, increase engagement with followers through Twitter polls or chats. Be aware that the easiest way to get Twitter notoriety is to be negative or make controversial statements – which is generally not good for a brand.
Slideshare	Share infographics, videos, and presentations
YouTube	Promote your business's unique value proposition through short educational and how-to videos with optimized titles and relevant keywords

#### About K2

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