

8 Tips To Evolve Your Business



1. HAVE A FOCUS

“Get niche and get big or get out.”



BUYERS ARE
48%
MORE LIKELY...

...to consider solution providers that personalise their marketing to address their specific business issues.¹



2. IDENTIFY YOUR PERSONAS

Create your ideal customer personas and promote content to the needs of each one individually.

3. CHANGE YOUR BEHAVIOUR

As buyer behaviour changes, you need to evolve with it.

NEARLY
half...

...of B2B researchers are millennials (born in the 80s or 90s).²



OVER
48%
OF SUCCESSFUL...

...B2B content marketers document their content strategy.³

4. HAVE A PLAN

Create a plan and understand your resources before implementing your changes.

5. BE PRODUCT EXPERTS

Define your product experts within your company, then intrigue and educate potential customers, through offering the right tools.

OVER
44%
OF MILLENNIALS...

...are more likely to trust experts and are 247% more likely to be influenced by blogs or social media.⁴

47%
OF B2B BUYERS...

...consume 3-5 pieces of content prior to engaging with a salesperson.⁵

6. CREATE USEFUL CONTENT

Encourage your target audience to build a relationship and start interacting with your company.

7. BLOGGING

Build a reputation by answering your target audiences questions.



67%
MORE LEADS...

...are found by B2B marketers that use blogs over those that do not.⁶

97%
OF B2B BUYERS...

...give more credence to content that includes peer reviews and user-generated content.⁷



8. REVIEWS

Encourage customer reviews. Buyers look for authenticity and trust before making their decision.

REFERENCES

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³ *Content Marketing Institute*, (PDF Download) - 2016 Benchmarks, Budgets and Trends - North America, http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf

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⁶ *Hubspot*, (Blog) March 2015 - 6 Stats you should know about Business Blogging in 2015, <http://blog.hubspot.com/marketing/business-blogging-in-2015#sm.0001y65kp08xv9s9thu1oywzoph1d>

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