

# What drives B2B sales?

Clue, it's not clicks

On 5 April over 70 senior B2B marketers gathered at *The Ritz*, London, to discuss if we are really measuring the right thing.

Here are some of the top takeaways from the event



Marketers are too focused on short-term results, we must look at the long-term brand health"

Vanessa Clifford, Chief Executive, Newsworks



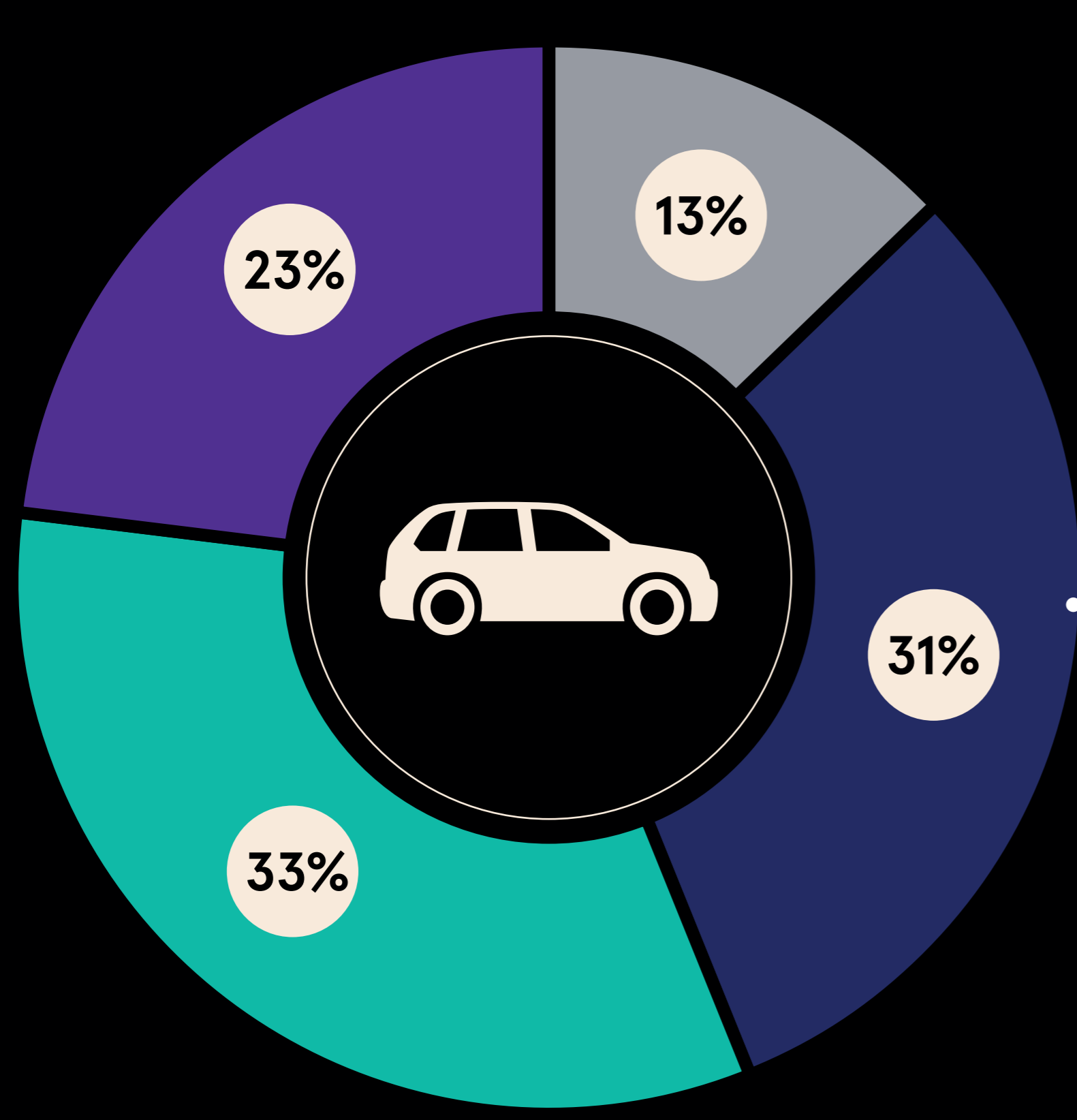
Digital has given us a lot of good things, but just because you can measure it doesn't mean you should"

Denise Turner, Director of Insight, Newsworks

## Many people have a brand in mind right from the start

The majority only have two brands in mind for two thirds of the journey.

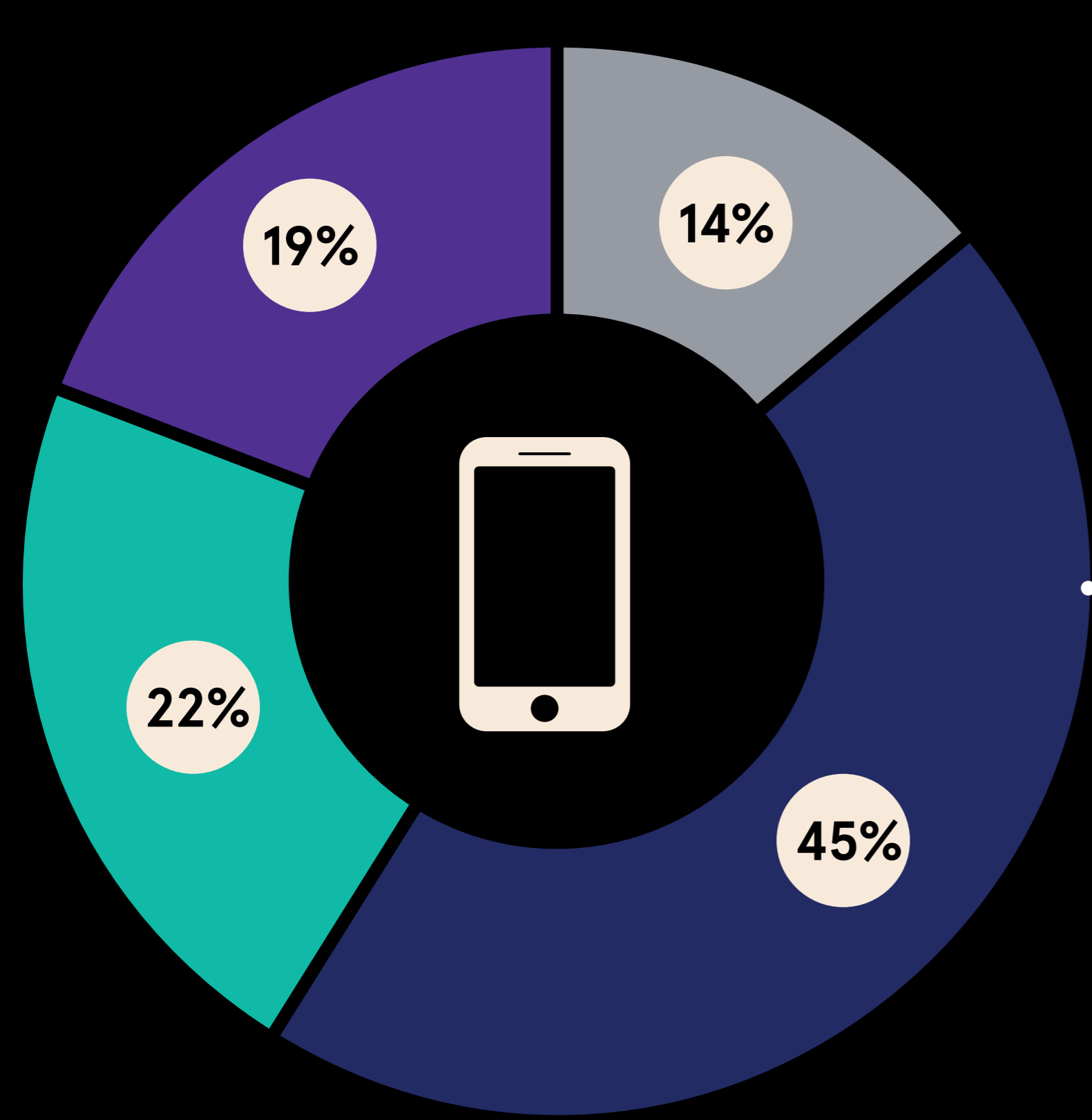
● Only one brand in mind ● Choice of two brands ● Shortlist ● No preference to being with



For example, with big purchases like buying a car

70 per cent of those with only one brand in mind do not even test drive another car

● Only one brand in mind ● Choice of two brands ● Shortlist ● No preference to being with



And even in short purchases like buying a phone...

Over 40 per cent were always intending to get the brand they bought

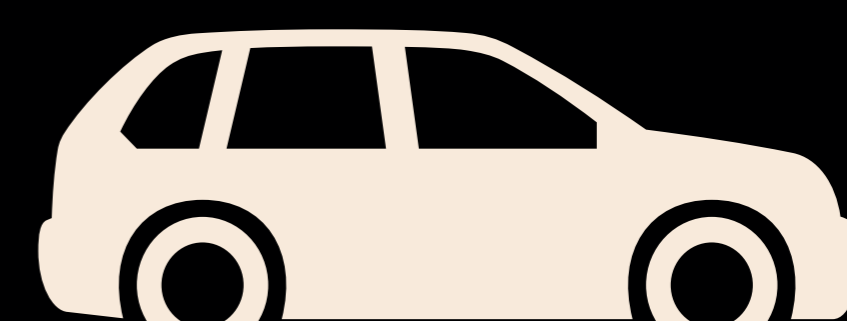
Source: Newsworks



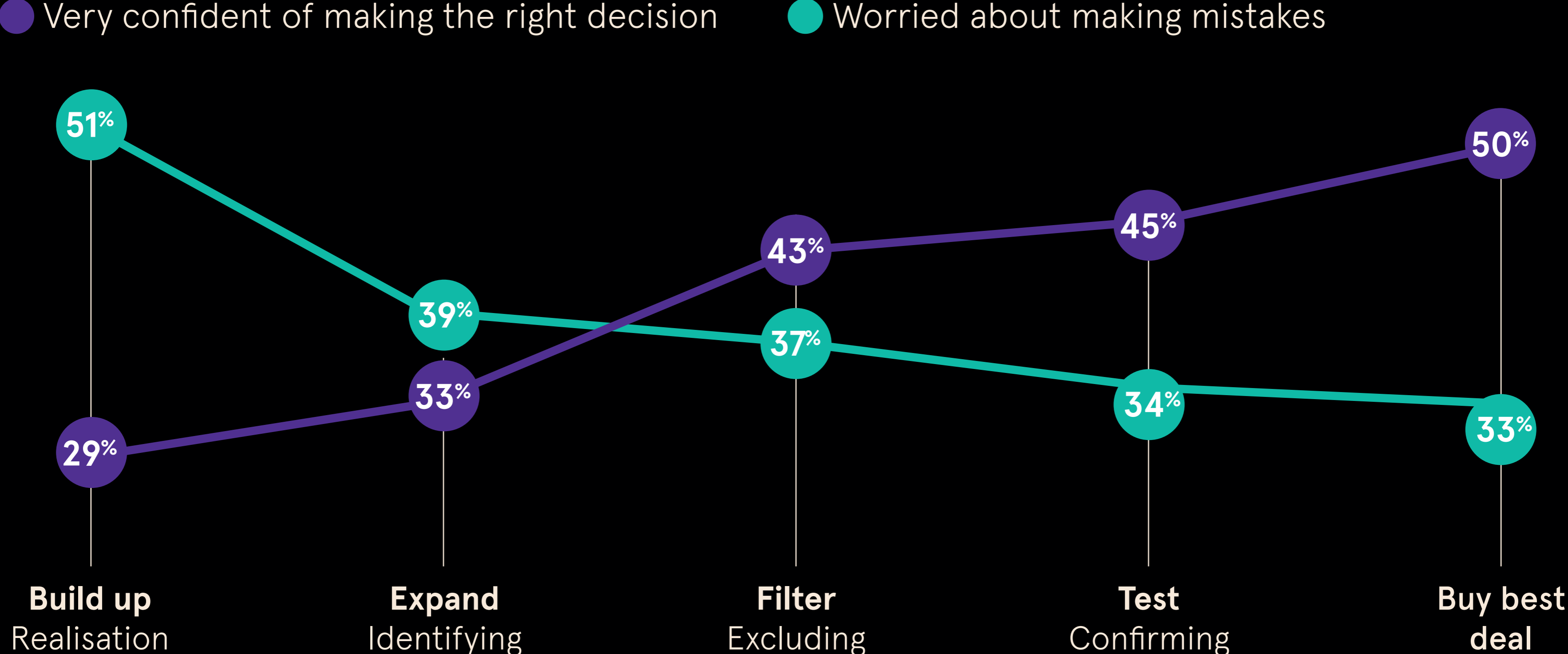
No one is ever 100 per cent confident about something they have purchased. Marketers need to ensure that buyers are confident and not worried"

Vanessa Clifford, Chief Executive, Newsworks

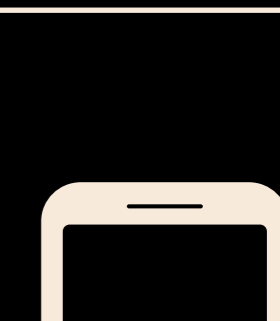
## The journey is about reducing worry



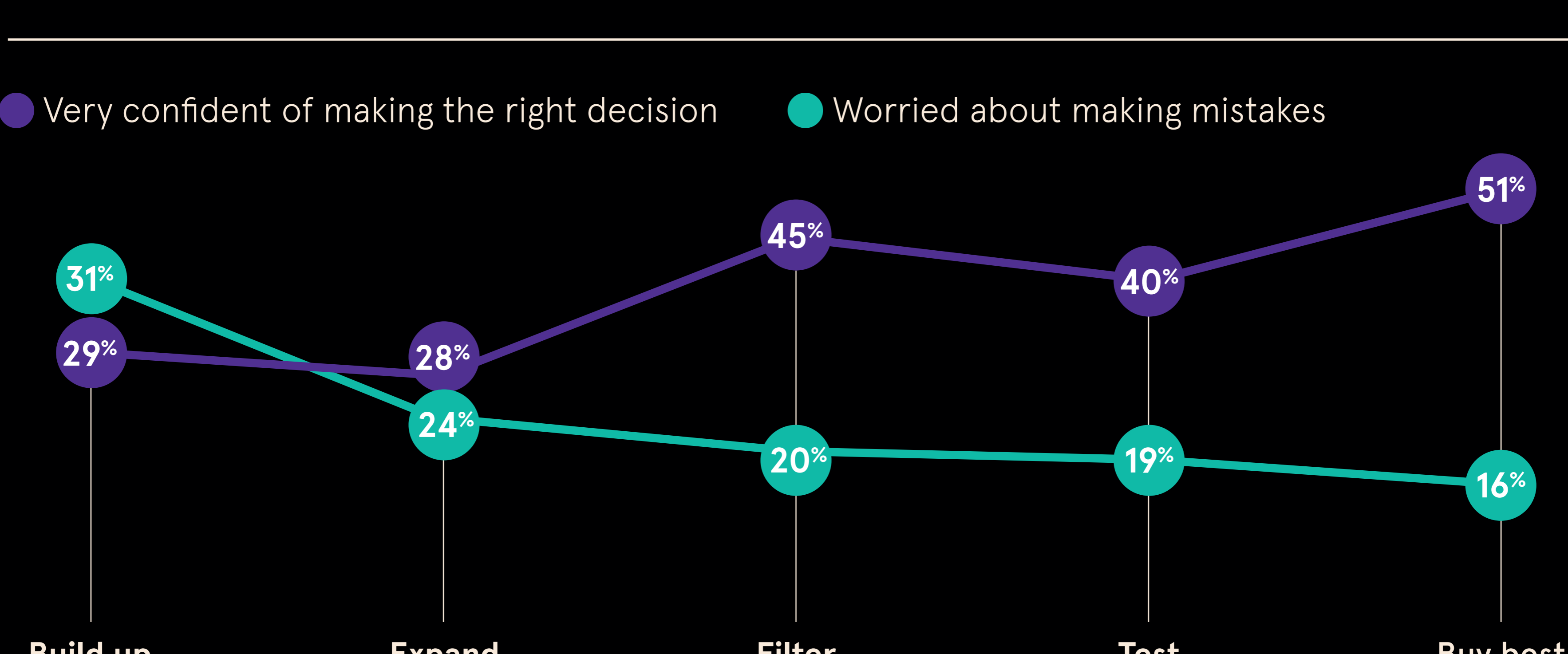
● Very confident of making the right decision ● Worried about making mistakes



## For short journeys the worry is still present with confidence still the aim



● Very confident of making the right decision ● Worried about making mistakes



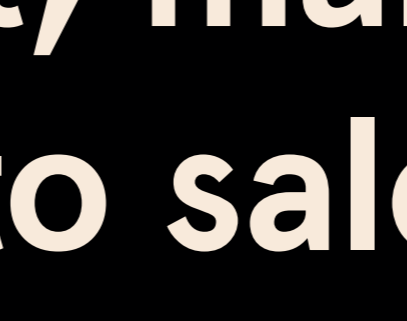
Source: Newsworks

## To reduce worry, build confidence and ultimately drive profit, marketing needs to be better aligned to sales



For marketing to have a good relationship with sales they need to gain credibility. They need to do this by getting in front of them"

Scott Allen, CMO, Microsoft



Everyone in the business is a marketer they just don't know it - we need to educate them"

Gemma Davies, Marketing Director, Apttus