


TODAY'S
B2B TECHNOLOGY
BUYER



As hard as it has become to sell in today's world, it has become that much more difficult to buy. The single biggest challenge of selling today is not selling, it is actually our customers' struggle to buy.★

★ BRENT ADAMSON, DISTINGUISHED VP, ADVISORY, GARTNER


Today's B2B Tech Buyer is Changing




Is getting younger
and is not a specialist
in their area




34% of entry
level and early-stage
career professionals
are directly influencing
the buying process.



9 in 10 buyers
have already turned
outside of their decision-
making committee to
collect feedback or vet
initial vendors.



Is increasingly time-
poor and therefore
collaborative



Do not buy as
individuals



75% of have added
to and diversified their
buying group.

89% of customers encounter high-quality information that they struggle to make sense of, resulting in a decision that is less disruptive than planned.

Digitally Driven

80% of technology buyers look outside the technology buying committee for information and counsel on B2B technology solutions – with reviews, surveys and usage stats from fellow technology users making up 51% of these trusted sources.

Lack confidence in themselves

71% of B2B searches start with a generic term on a search engine.

Outcome focused and increasingly reliant on third parties to inform and support their decision



“Since working with Champion Communications, the media coverage has generated a significant proportion of engagement with our content. This PR traffic is high-quality as it is prospects that have taken an active interest in our services.”

Sarah Ward ★ Greenlight Commerce



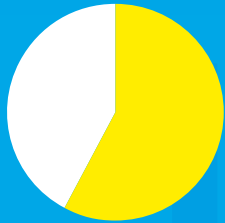
“I can’t overstate the impact that Champion is having on Hoptroff’s demand generation.”

Tim Richards ★ Hoptroff

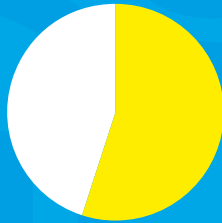
The B2B Buying Process

B2B tech buyers seek input from their peers and sources to identify, vet, research and purchase the IT products and services that are most suitable. These sources include:

Thought Leadership Articles



Over the last year, **58%** of B2B decision-makers spent more than an hour **reading thought-leadership articles** each week.

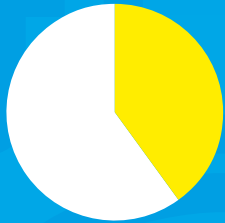


55% of decision-makers reported using **thought leadership articles** as a way to **vet vendors and service providers** they're considering working with.

X4

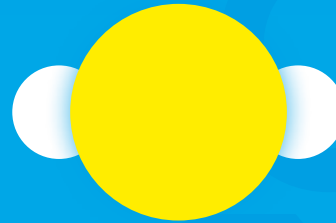
Suppliers who provide content to help buyers navigate the purchase process increase decision confidence **by 4 times.**

Blogs, Forums and Discussion Boards



40% of technology buyers are influenced by **blogs, forums and discussion boards** when in the process of buying tech products.

Technology Media and Trade Journals



1 in 3 B2B buyers have turned to these sources to learn more about products and vendors.

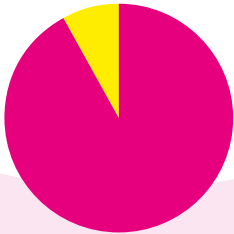
Advertising is saying you're good.

PR is getting someone else to say you're good.★

★ JEAN-LOUIS GASSÉE, FOUNDER OF BE INC., CREATORS OF THE BeOS COMPUTER OPERATING SYSTEM

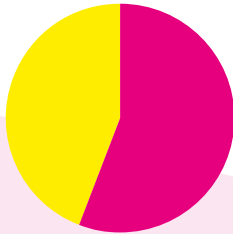
Why Earned Media?

B2B buyers engage with thought leadership pieces in the publications they read



92% of B2B buyers engage with sales professionals who are known industry **thought leaders**.

Earned media has a higher chance of achieving business goals



Traffic from earned media was **56%** more likely to complete a B2B business goal (i.e. registrations, subscriptions and downloads).

Earned media builds credibility



A past study by Ogilvy found that **65%** of journalists agree that the more the media covers a brand, the more credible the brand appears.

47% of respondents consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.



“In addition to dozens of leads that our PR campaign has generated directly, the content we have generated is being used by our demand generation teams to start conversations and our sales team uses coverage to progress and close opportunities. Having content that we know the media is interested in has raised the quality of our content across the board.”

Pat Kelly ★ Aptum Technologies

How Champion can Help

For too long, PR has been vague, opaque, and well... just plain fluffy. We say enough – it's time to end the fluff and show the world how PR can have a real lasting impact on B2B sales.

We understand your business objectives, work with your sales teams, craft your story, and design a PR campaign that will help you sell more. We link PR directly to sales goals. Everything we do – from planning to content creation to media relations – is focused on delivering measurable result that we account for using our Coverage Impact Monitor (CIM), a tool we've developed to ensure that resources go towards getting you the right media coverage.



“We are delighted with the work Champion is doing for us. It has exceeded all our expectations and the results have been outstanding.”

Kristiina Åberg ★ Digital Workforce



**“You guys are doing a great job with our PR!
Never seen so much activity – love it.”**

David Critchley ★ MobileIron

*Get closer than ever to your customers.
So close that you tell them what they need
well before they realise it themselves.★*

★ STEVE JOBS, FOUNDER OF APPLE



PR to help you sell more

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