Adobe

The four people from almost every B2B sales cycle

Craft the right content-powered commerce experiences for each persona.

Introduction

Make buying easier and faster for stakeholders

Today's companies are more risk-averse than ever. More than half of businesses rely on buying committees.[1] And of those, another half say the number of buying group members has increased significantly.[1] This means you need to persuade more people in order to make a single sale. And it's especially true if your products are expensive or complex.

How can your e-commerce store reach all these new stakeholders? The answer is content-powered commerce. It combines personalized content and experiences to make buying easier for everyone. With the right content and the right e-commerce features, you can help B2B buying groups gain clarity and make faster decisions.

This guide explains how to create content-powered commerce experiences for personas who influence nearly every B2B sale.

B2C

B2B

55%

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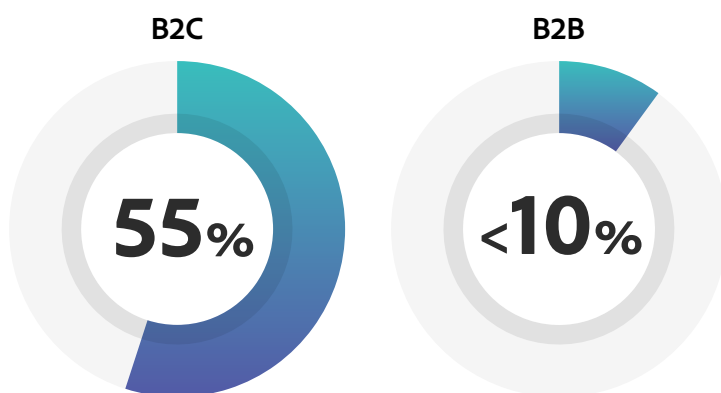
Key takeaway: Business buyers want personalization, but B2B suppliers aren't giving it to them.

Opportunity alert: 55% of B2C companies are adopting hyper-personalization strategies for content, commerce, and data, compared with less than 10% of B2B companies.[2]

[1] *DemandGen Report's 7th Annual B2B Buyer's Survey*, 2017.
[2] *Customer Experience & Commerce*, 451 Research, January 2018.

1. The primary buyer:
"Can you solve my problem?"

The primary buyer is whoever has the problem that your product solves. They are highly motivated to find the best product for their needs, and they're often on a strict timeline. They want to know all about your product, what others think about it, and how they can order it. A strong content-powered commerce experience for the primary buyer may include "how-to" blog articles, product reviews, ratings, testimonials, and easy order options.

Content-powered commerce experience checklist for the primary buyer

SEO-oriented content: Improve your rank on Google for the problem your product solves with blog articles, rich content descriptions, explainer videos, and user reviews.

Research: Make it easy to find products fast with quick-search features by product category and specs.

Pricing: Provide fast access to pricing information through clear price listings, instant price quotes, and/or quote request forms.

Availability: Make sure customers know if and when products are available.

Ordering: Simplify your order form so customers can enter the products they want without having to browse. Provide one-click reorders and the ability to create and save requisition lists.

2. The technical buyer: "Does it meet my requirements?"

The technical buyer needs to make sure your product meets specific technical requirements. They need to know if it meets industry standards, complies with certain regulations, and doesn't increase risk. A technical buyer may develop a detailed list of "must-haves" for a piece of equipment or choose a small number of products that meet them. A strong content-powered commerce experience for the technical buyer makes it easy to dig into the details.

Content-powered commerce experience checklist for the technical buyer

SEO-oriented content: Improve your rank on Google with detailed product feature comparisons and technical blog posts.

Research: Provide a personalized experience that connects technical buyers with technical content such as specifications, installation videos, user manuals, compliance documents, etc.

Advanced search: Make it easy for technical buyers to find specific information—such as replacement parts for old models—and to search for references to regulations, certifications, and standards.

Assessments: Help technical buyers choose the right configuration or product line using an interactive assessment tool.

Configurations: Let technical buyers build and price product configurations online through a guided process.

Tutorials: Show technical buyers how to install, use, and troubleshoot your product.
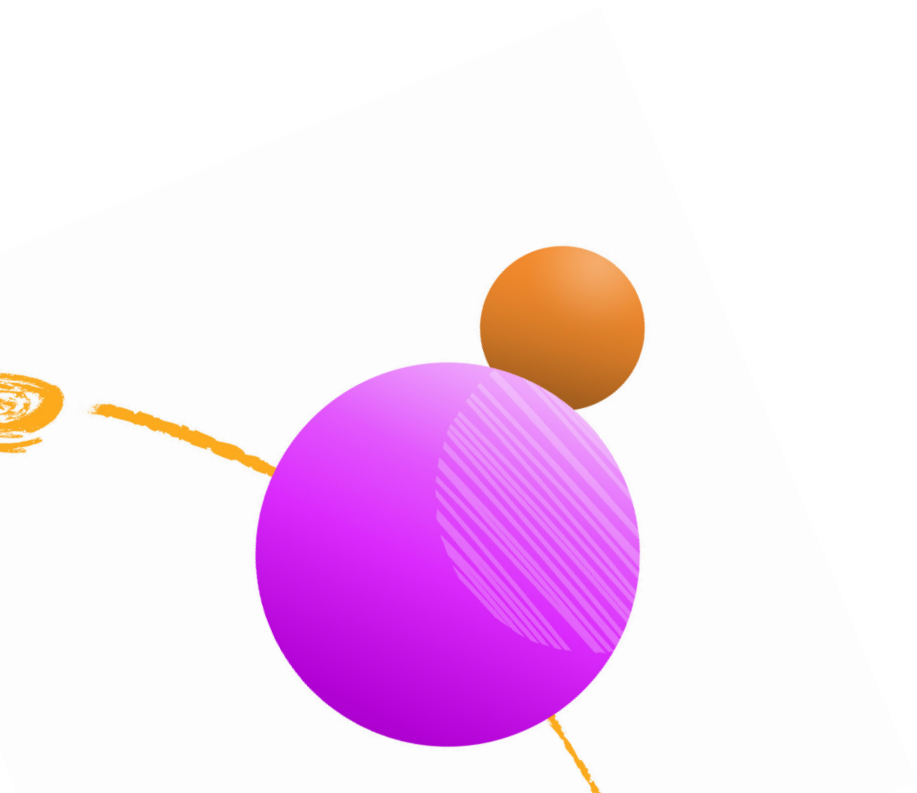
3. The approver:
"Is it good for the business?"

In very general terms, the approver is the boss. They keep tabs on who's buying what within their organization and may sign off on purchases above a certain threshold. Approvers typically want to support growth and keep costs low, ideally at the same time. They care about profit and loss, return on investment (ROI), and keeping their teams as productive as possible. A strong content-powered commerce experience for the approver makes a concise and compelling case that your product adds value and minimizes risk.

Content-powered commerce experience checklist for the approver

SEO-oriented content: Make sure your top-level company and product pages lead off with a solid business case to set the stage for success.

Research: Provide a personalized experience that quickly connects approvers with ROI estimates and relevant case studies.

Mobile design: Use intuitive mobile design to engage busy approvers who may visit your site after hours or between meetings.

Easy workflows: Allow approvers to easily print quotes or forward them to colleagues when multiple approvals are needed.

Simple approvals: Make it easy and intuitive for approvers to review their subordinates' completed quotes or order forms and sign off with one or two clicks.

4. Procurement:
"What's it going to cost?"

Procurement's job is to get the best deal, period. Sometimes they negotiate and buy on behalf of a company. In other cases, they audit purchase decisions are made by lines of business. Their biggest concern is cost in all its forms: price quotes, volume discounts, total cost of ownership (TCO), etc. A strong content-powered commerce experience for procurement helps them get straight to the bottom line.

Content-powered commerce experience checklist for procurement

SEO-oriented content: Improve your rank on Google for searches that procurement is likely to make by adding product comparisons and articles on TCO.

Pricing: Provide easy access to pricing information through clear price listings, instant price quotes, and/or quote request forms.

Research: Design a personalized experience that helps procurement find relevant content such as price comparisons, warranty information, and more. Be sure to prominently feature thresholds for volume discounts and price guarantees.

Assessments: Help procurement understand the long-term cost and value of your product with online TCO and ROI calculators.

Dashboards: Give procurement a dashboard where they can see company-wide purchase history, credit status, offers and discounts, and custom quotes for large orders.
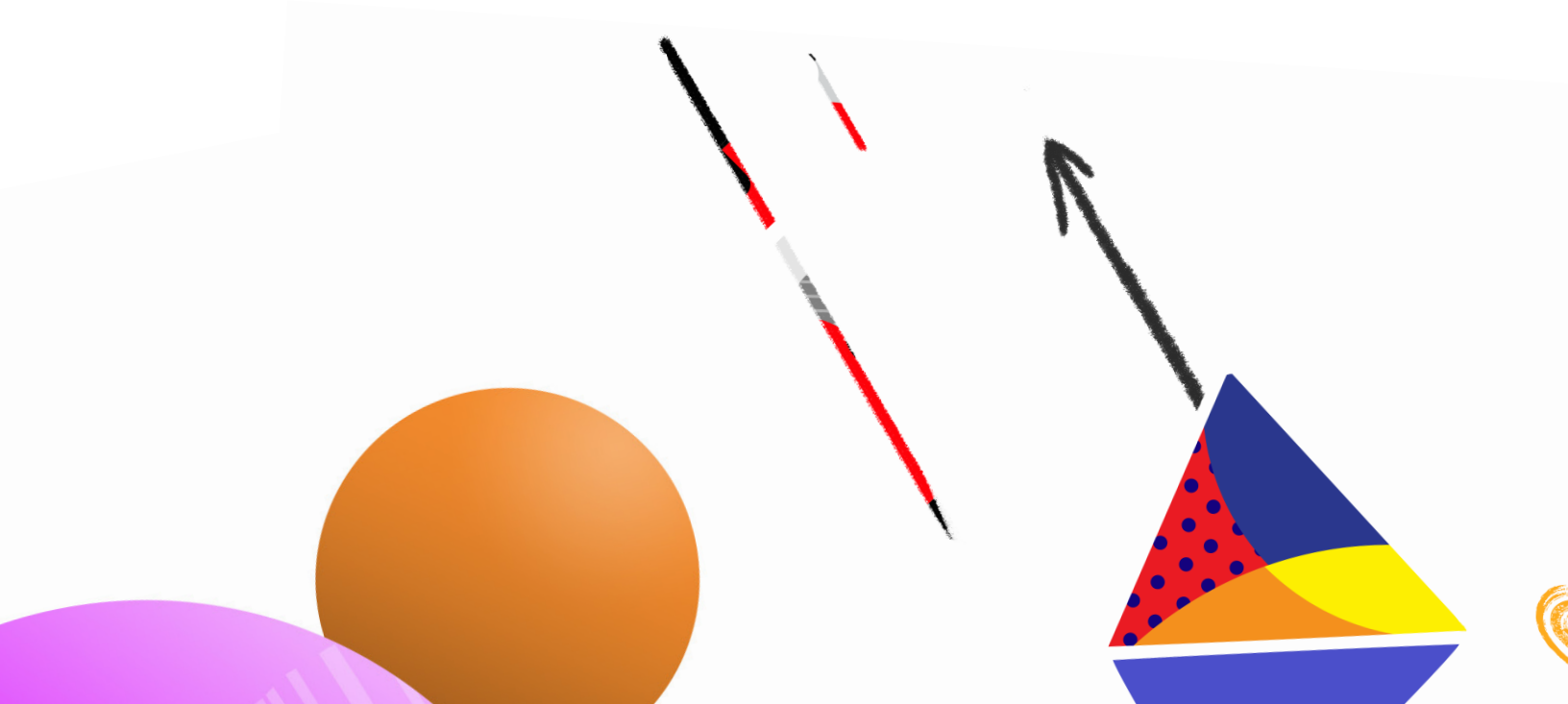
Adobe Commerce:
Better, faster, and more personalized content with the Adobe Commerce page builder

Adobe Commerce Page Builder is a drag-and-drop tool that lets non-technical team members quickly build new web pages. You can stage and preview content before launching it. And you can assign content blocks to different market segments, so you can deliver content-powered commerce to each stakeholder at every stage of the customer journey.

Watch a video about Adobe Commerce Page Builder

About Adobe Commerce

Adobe Commerce is the world's leading digital commerce platform. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.