



# Content Plays Critical Role in B2B Purchase Decisions

B2B buyers consume an average of

**13**

content pieces before deciding on a vendor

A healthy mix of 1st and 3rd party content

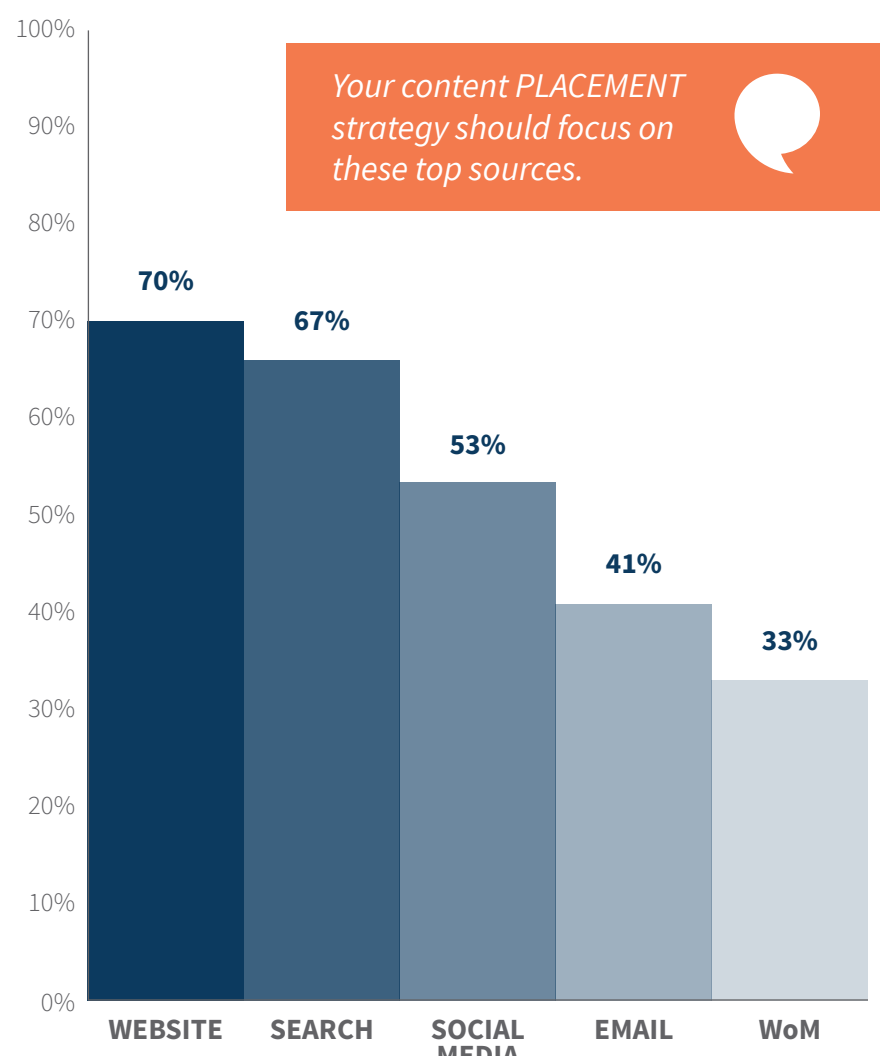
Don't underestimate the power of 3rd party credibility-building content.

**8** pcs Original Content

**5** pcs 3rd Party Content

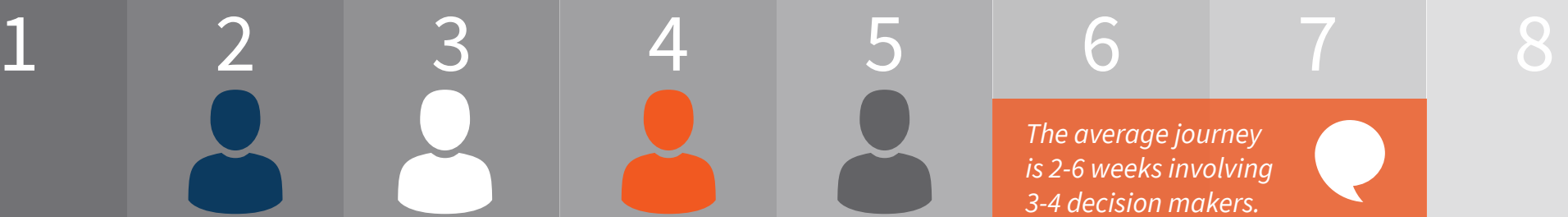
## MAKE YOUR CONTENT ACCESSIBLE VIA THE RIGHT CHANNELS

Your content PLACEMENT strategy should focus on these top sources.



Where Buyers Find Content

## UNDERSTANDING YOUR BUYER'S JOURNEY IS KEY



The average journey is 2-6 weeks involving 3-4 decision makers.

## MAKE THE RIGHT CONTENT AVAILABLE FOR EACH STAGE OF THE BUYER'S JOURNEY

Stages of Buyer's Journey	Website	Reports	3rd Party Websites	Videos	Peer Reviews
Understanding the Problem	🗨️	🗨️	🗨️	🗨️	🗨️
Looking for Vendors	🗨️	🗨️	🗨️	🗨️	🗨️
Short Listing	🗨️	🗨️	🗨️	🗨️	🗨️
Final Decision	🗨️	🗨️	🗨️	🗨️	🗨️

Plan ahead. Prepare and package these materials in advance, so they're ready to deliver to your buyer prospects as they move through the journey you've mapped out for them.

## PEER REVIEW SHOULD ADDRESS BUYER HOT BUTTONS

Your customers' testimonials attest to your organization's character and qualifications. But more than that, they should testify to the specific skills your business offers that address real-world issues they're facing in their industry and role.

**"A fantastic resource for creative and strategic thinking, Responsory is super flexible and always thinking for the benefit of the client."**



**HOWARD "HOWIE" SCHNUER**

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## BIGGER REVENUES MEAN HEAVIER RELIANCE ON 3RD PARTY SOURCES

Larger companies with revenues above \$250 and \$500 million tended to rely more heavily on 3rd party sources — 3rd party websites, analyst reports and 3rd party articles — probably because of their perceived independence.

Know your best 3rd party sources. This is where your PR, Sales and Marketing teams can pull together to ensure you've got timely, relevant and credible 3rd party content curation in your plan year after year.

➔ Does your content strategy need a boost? Contact us today.



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