

Increasing Relevance with Buyer Personas and B2I Marketing

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Abbreviated Summary | March 2014

Note: This Abbreviated Summary highlights some of the significant findings from *ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014*. A more in-depth analysis can be found in the full report available for purchase at: <http://www.itsma.com/research/increasing-relevance-with-buyer-personas-and-b2i-marketing/>



In B2B marketing, relevance means: “Can you solve *my* problem?”

#1

Understands my unique business needs
top rated services provider selection criteria

Source: ITSMA, Professional Services and Solutions: 2013 Brand Tracking Study, (N=466)

48%

are more likely to consider solution providers that personalize their marketing to address their specific business issues

Source: ITSMA, How Buyers Choose Solution Providers, (N=216)

81%

will pay a premium for industry experience and industry-specific solutions

Source: ITSMA, Professional Services and Solutions: 2013 Brand Tracking Study, (N=466)

These are the new marketing techniques to improve relevance and personalization

Buyer Persona

An example (archetype) of a customer who represents a particular group of buyers.

Used to better understand:

- What motivates buyers to choose your solutions
- How to persuade them to choose you rather than a competitor or the status quo

B2I The process of continuously learning about each **individual buyer** so that marketing and sales efforts can become increasingly personalized and relevant

Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

Buyer Personas make your marketing messages client-centric, relevant, and consistent;
B2I makes them more personalized

Why and how they buy **Personas**

Who they are
**Demographic
Segments**

What they like
Preferences

What they do
Behaviors

B2I

Source: ITSMA

Less than half of B2B marketers today are increasing relevance through personalization

44% use buyer personas

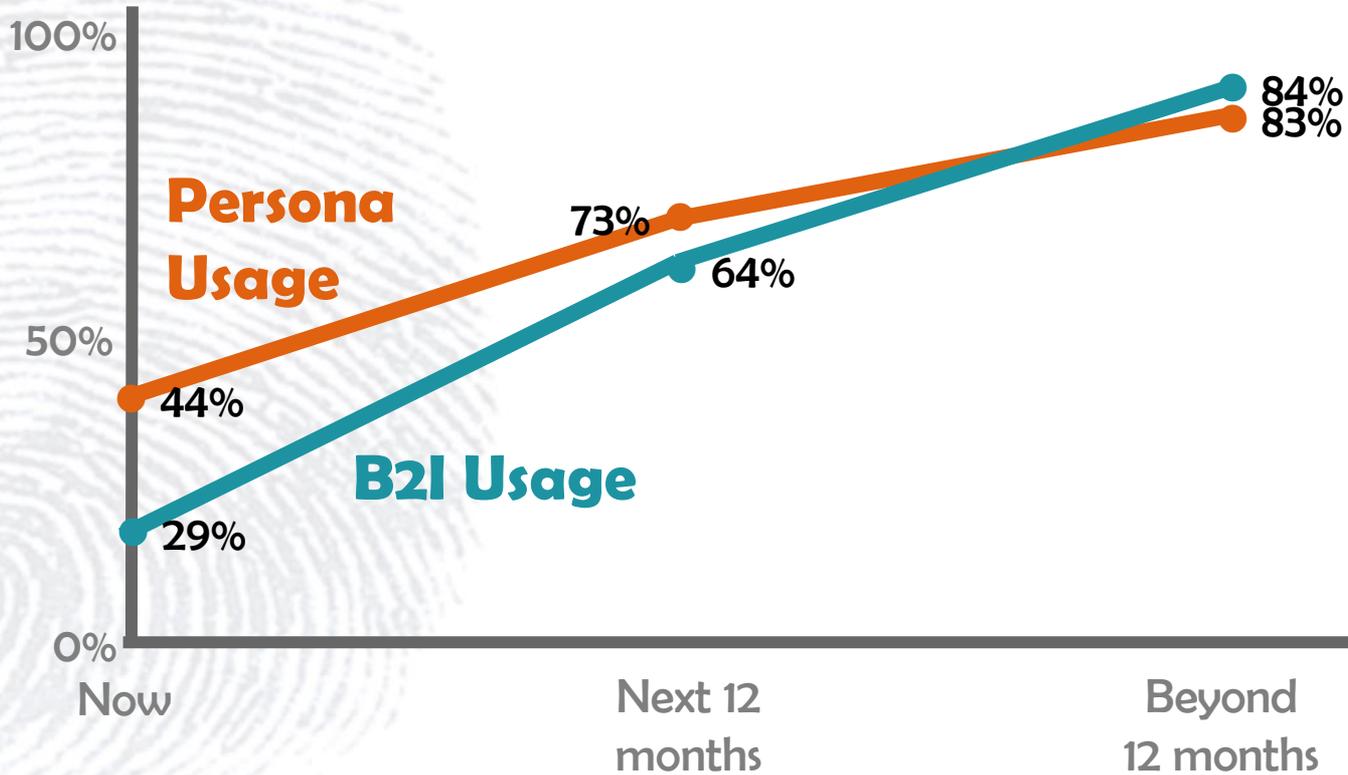
29% use B2I processes or tools

16% use both

Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014 (N=194)

We're at the start of something **big**

% of Marketers (N=194)

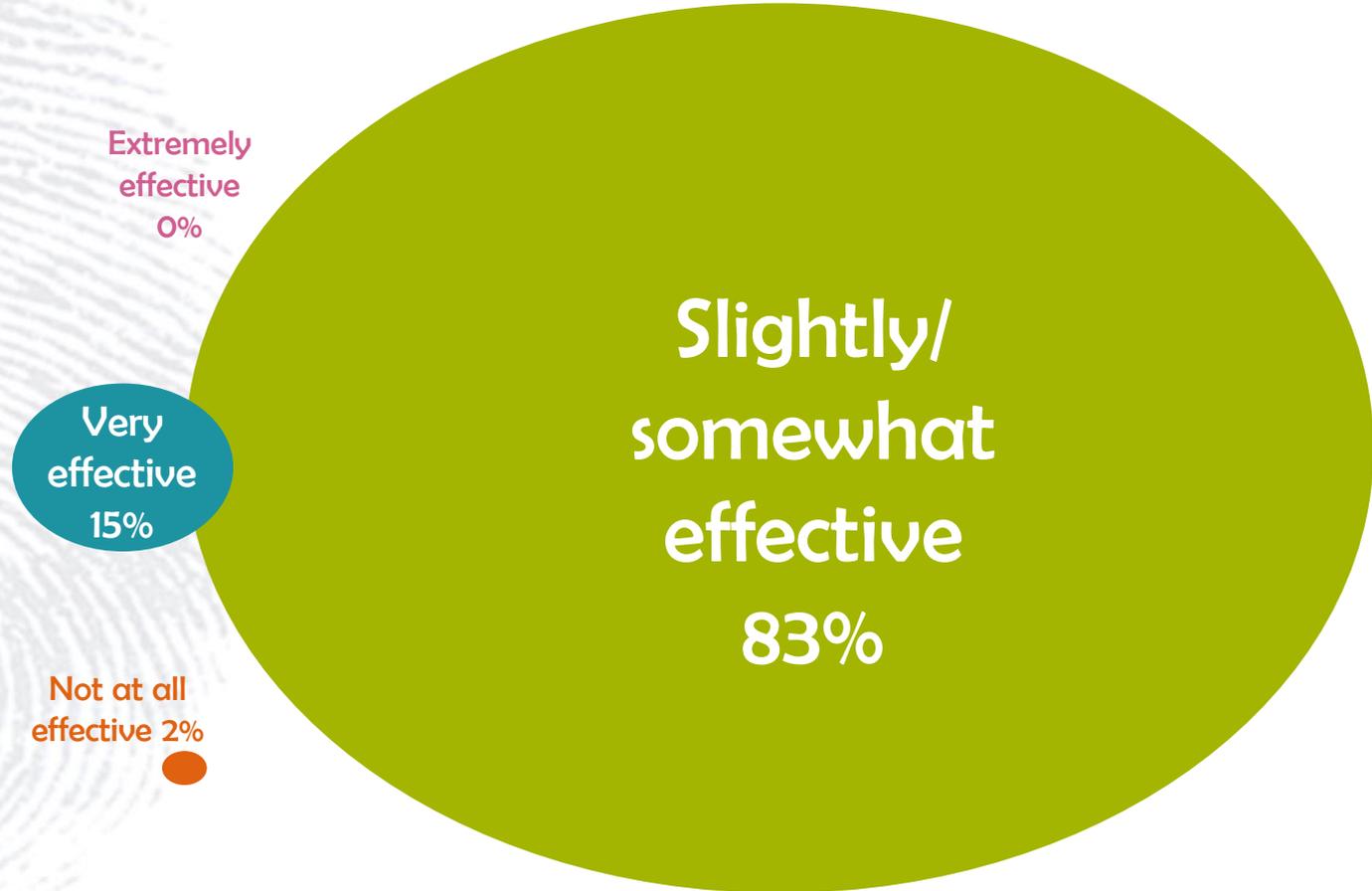


Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

The majority of marketers believe that they are only slightly or somewhat effective at using personas

How effective is your organization in using personas in its marketing activities?

% of Respondents (N=87)



Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

Marketers point to a number of reasons behind their less than stellar results

Just getting started

“We are still learning how to target the right personas and customize the content.”

Usage not yet pervasive

“We have used personas in ABM programs extensively. As a next step we’d like to use it in our thought leadership campaigns.”

Inconsistent application

“We have good personas and have organized campaigns for them, but still slip into inside-out marketing too often.”

Inability to operationalize

“We don’t know what to use them for... we spent a lot of time on them, but how do we apply the knowledge?”

Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

The research reveals additional obstacles to buyer persona effectiveness

- 1** Not doing qualitative research with buyers; relying too much on sales for buyer intelligence
- 2** Emphasizing demographic information rather than deep insights into buyer behavior
- 3** Creating buyer personas solely based on what buyers do (industry/role), rather than how they decide to purchase

Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

We are just beginning the personalization journey

- Buyers are more likely to do business with solution providers that demonstrate an understanding of their unique business issues
- **Personas** and **B2I** are two new marketing techniques to improve relevance and personalization

Personas can improve marketing at every level

- Effective buyer personas come from qualitative research with customers
- Deep insights on how and why people buy are more important than demographics
- Beware of complexity! You don't need a persona for every market segment

B2I adds another layer of relevance

- B2I marketing enables more personalized packaging and outbound targeting
- You need human judgment to do B2I personalization well
- B2I, done well, transforms marketing into a value-added service

Study Methodology

Web-based Survey



Survey invitations were emailed during March 2014 to ITSMA member and select non-member companies



194 Marketers, sales, and sales ops professionals

Qualitative Interviews



9 qualitative follow-up interviews with marketers

6 qualitative interviews with industry experts

ITSMA Analyzed the Data Three Ways

Effectiveness in Using Personas

- Very effective
- Somewhat/slightly effective

Company Size (annual revenue)

- Less than \$1B
- \$1-20B
- More than \$20B

Company Type

- Products and services
- Primarily services

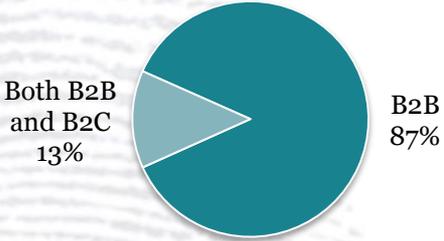
Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

Participating Companies (partial list)

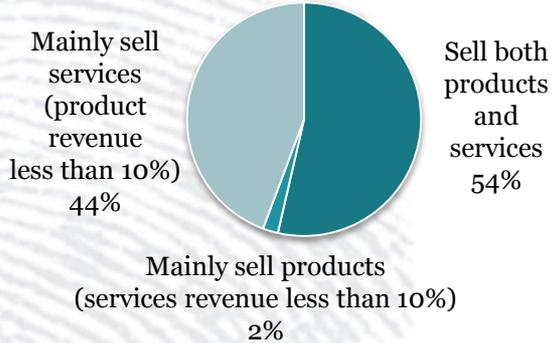
- Agilent Technologies
- Alcatel-Lucent
- Amdocs
- AMRT
- Arqiva
- AT&T
- Avanade
- Avaya
- Basware
- Birch
- Black & Veatch
- Bluewolf
- CA
- Capgemini
- CDW
- CGI
- Check Point Software
- Ciena
- Cisco Systems
- Cognizant
- Collaborative Consulting
- Colt
- CompuCom
- CSC
- Dassault Systemes
- Dell
- Deloitte
- Dimension Data
- DocuSign
- DST
- DWA
- EMC
- Everest Group
- Extreme Networks
- EY
- FEI
- FIS Global
- Fortna
- Fujitsu
- GE Healthcare
- Genpact
- Geomatic
- Green Hat
- HCL Infosystems
- HCL Technologies
- HDS
- HP
- IBM
- iGATE
- Ikonomou
- Infor
- Infosys
- Infotech
- ITC Infotech
- KPIT
- Kronos, Inc.
- Lumension
- Microsoft
- Minacs
- Mphasis
- Neudesic
- NICE
- NxTech, Inc.
- Optus Business
- Orange Business Services
- PDS
- Philips Healthcare
- Pivotal Labs
- Polycom Asia Pacific, Pte Ltd.
- PTC
- PwC
- Qlik
- Salesforce
- SAP
- SC&H Group
- SITA
- Softtek
- SunGard
- Swisscom IT Services
- Symantec
- Tech Mahindra
- Unify
- Unisys
- Ventyx
- Verisign
- Verizon
- Wipro
- Wood Mackenzie
- Xerox

Respondent Demographics

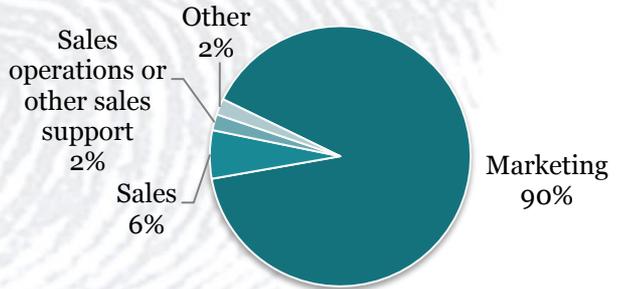
Which of the following best describes the audience to which you market?



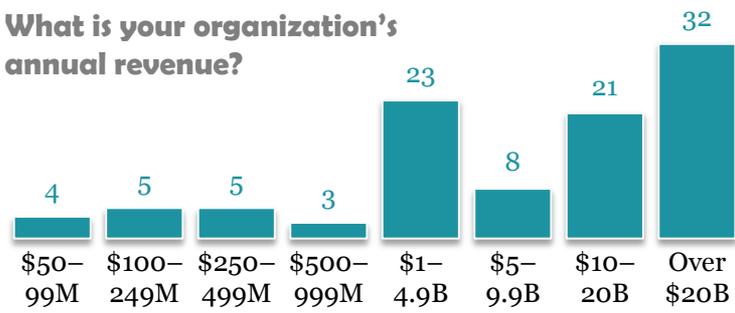
Which of the following best describes your company?



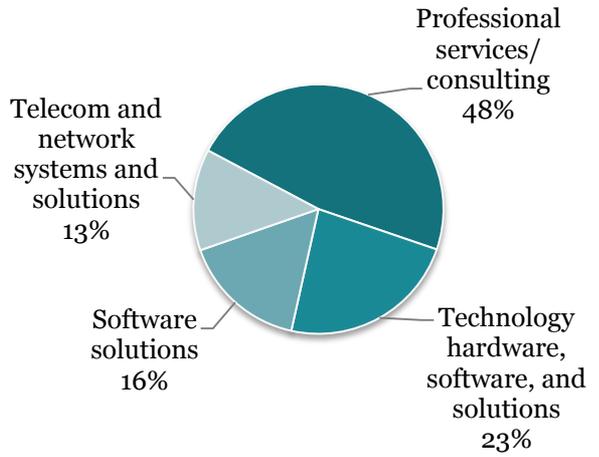
Which of the following best describes your job role?



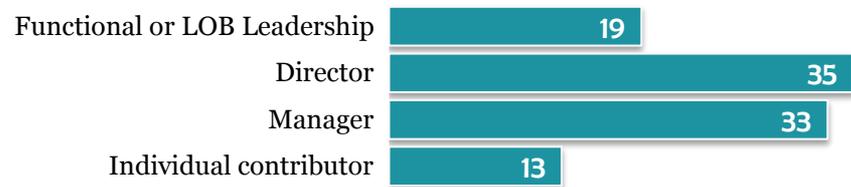
What is your organization's annual revenue?



Which of the following best describes your company?



Which best describes your job title or level?



% of Respondents (N=194)
Source: ITSMA Survey: Increasing Relevance with Buyer Personas and B2I Marketing, March 2014

Want to learn more?

Here's what is included in the full study

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For More Information



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ITSMA Online Survey

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Final Report | March 2014

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