

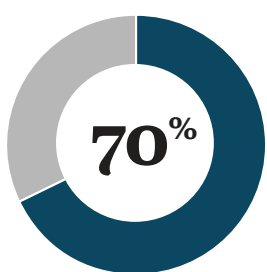
Customize Content for the Buying Team

Building content for each member of the buying team and mapping it to the buyer's journey fuels engagement and speeds pipeline growth.



Step One: Align Your Content to the Buyer's Journey

Buying teams look to get their questions answered long before speaking with your sales teams. Make sure you have content to capture demand at every stage of the journey.



70% of B2B buyers fully define their needs before engaging with a sales representative¹

The Buyer's Journey: Pre-purchase to post-purchase



Pro Tip: Audit your current content to make sure it aligns to each stage of the buying journey. Leverage data and insights and collaborate with sales to better understand customer needs and situations.

Step Two: Identify Buyers & Tailor Content to Match Role-Based Consumption

Progress opportunities by engaging members of the buying team with targeted and role-based content.

Buying Team Roles

- **Economic buyers** – Sets budgets & timeline. Approves expenses.
- **Users/champions** – Identifies problem & opportunity. Builds a business case.
- **Influencers** – Contributes to one or more requirements.



The average B2B buying committee has 6.8 people²



Team members consume an average of 13 content pieces before deciding on a vendor³

Pro tip: Leverage real behavioral activity data to understand interests of each buying team member. Identify highest priority roles in decision-making and focus new content development there. Version existing content for secondary roles.



Owner's Manual for the Modern Demand Gen Engine

Accelerate pipeline growth with this comprehensive set of how-to steps for building an effective demand generation approach that scales.

[Download E-book](#)

Source:

- 1 - <https://info.millerheimgroup.com/the-growing-buyer-seller-gap-2018-buyer-preferences-study.html>
- 2 - Harvard Business Review: The News Sales Imperative
- 3 - <https://martechtoday.com/b2b-buyers-consume-an-average-of-13-content-pieces-before-deciding-on-a-vendor-238540>