

B2B Marketing is Getting Emotional

Google has conducted research into how marketers are beginning to understand the psychological process behind B2B purchases and the role emotion plays in it, clarifying why you need to put emotion back into your marketing

Google's research has revealed that a greater proportion of B2B customers are more emotionally attached to the brands they purchase from, than consumers. The study showed emotion and branding are interlinked in various ways. For example, if a B2B buyer has a high brand connection with your company, they are five times more likely to consider buying from you, 13 times more likely to purchase and 30 times more likely to pay premium. Not statistics to be frowned at!

Hanne Tuomisto-Inch, industry head of B2B at Google explains: "The reason you can't have this high brand connection without emotion is the fact that business value messaging no longer differentiates companies. Everyone is demonstrating business value and thus in order to have a high brand connection; B2B companies need to communicate personal value instead. And if you do that, according to the research, B2B marketing's impact on metrics like familiarity consideration, preference, purchase and advocacy is doubled in comparison to business value messaging alone."

It is important to remember that there are many emotions which can form a connection. Focusing your attention on making a consumer 'love' your brand is one way and may seem the most logical, yet sometimes fear can be equally as powerful. By taking away the buyers fear of failure on making a wrong decision through messaging is still engaging at an emotional level.

Despite the research and increased discussion around the subject of emotions in business, the majority of B2B brands are failing to harness its power.

What it boils down to is creative storytelling. Marketers need to unlock the human side of B2B brands by reducing anxiety and facilitating confident decisions from buyers. Storytelling is a way in which you can communicate brand heritage to prospects, and by incorporating your customers own stories on how you were able to find solutions to their pain, reflecting the pain your audience currently faces, is a good promotional tool.

If you're looking for ideas on how to incorporate emotion into your marketing, contact us today on 01296 910131 now.