REVERE®

Why the buyer journey doesn't work for B2B

Your quick guide to how business buyers are reinventing the wheel for B2B marketers

Traditional buyer frameworks are stuck in the past

The AIDA funnel (Awareness, Interest, Desire, Action) was first introduced over a lifetime ago. Since then, it has become the default framework for sales and marketing teams to drive buyers along a straight path to purchase. But people no longer move through the traditional buying journey the way it was originally paved.

These rigid, linear frameworks don't reflect the shifting priorities, messy decisions and unpredictability of businesses and their decision-making processes today. From generational shifts and tech advancements to economic pressures, our world has changed beyond all recognition.

And the longer B2B marketers cling to a traditional, sales-led funnel, the further our marketing drifts from how people actually behave and buy. We're missing the real opportunities at every turn.



AIDA model: Established in 1898

That's why, at Revere, we're taking a different approach that revolves around how buyers buy today. It's a change in marketing mindset, as much as a model, yet has the built-in flexibility that marketers need to plan more effectively for the future.

It's called the Wheel of Consideration – and in this guide, we'll introduce you to our approach and outline how you can apply it for your own business.

Navigating a complex buying process

One of the major flaws of AIDA and similar frameworks is that they really only apply to those with a propensity to buy. With just 5%[1] of buyers in market at any one time, that's the ceiling on your short-term sales potential. The remaining 95%[1] may not become active buyers for weeks, months or even years. But if you wait until those inactive buyers are in market, it's already too late. If and when they do move into that 5% bracket, your brand needs to be on their radar to make their shortlist.

With so many shifting business priorities, the process to purchase is likely to be complex and lengthy. And no amount of marketing can influence buyers to buy before they're ready. We need to find a way to adapt to their unknown timelines.

Typical buyer behaviours



Self-guided research

Today's B2B buyers don't want to be contacted by a brand until they're almost three-quarters of the way through the journey. By which point, they probably have a strong idea of who they'll consider buying from.



Hidden buyers

For every targeted buyer, there are up to 10 in the background contributing to the decision-making process. The opinions of different stakeholders, each with varying perspectives and influences, must be factored in.



Risk aversion

Every business is under pressure to make the right investment choices, so a fear of failure can outweigh buyers' willingness to make a decision. Inertia is an added complication at any point of the buying process.

Must-know stats for B2B marketers

Awareness

92% of buyers already have a shortlist of preferred vendors before starting the buying process[2]

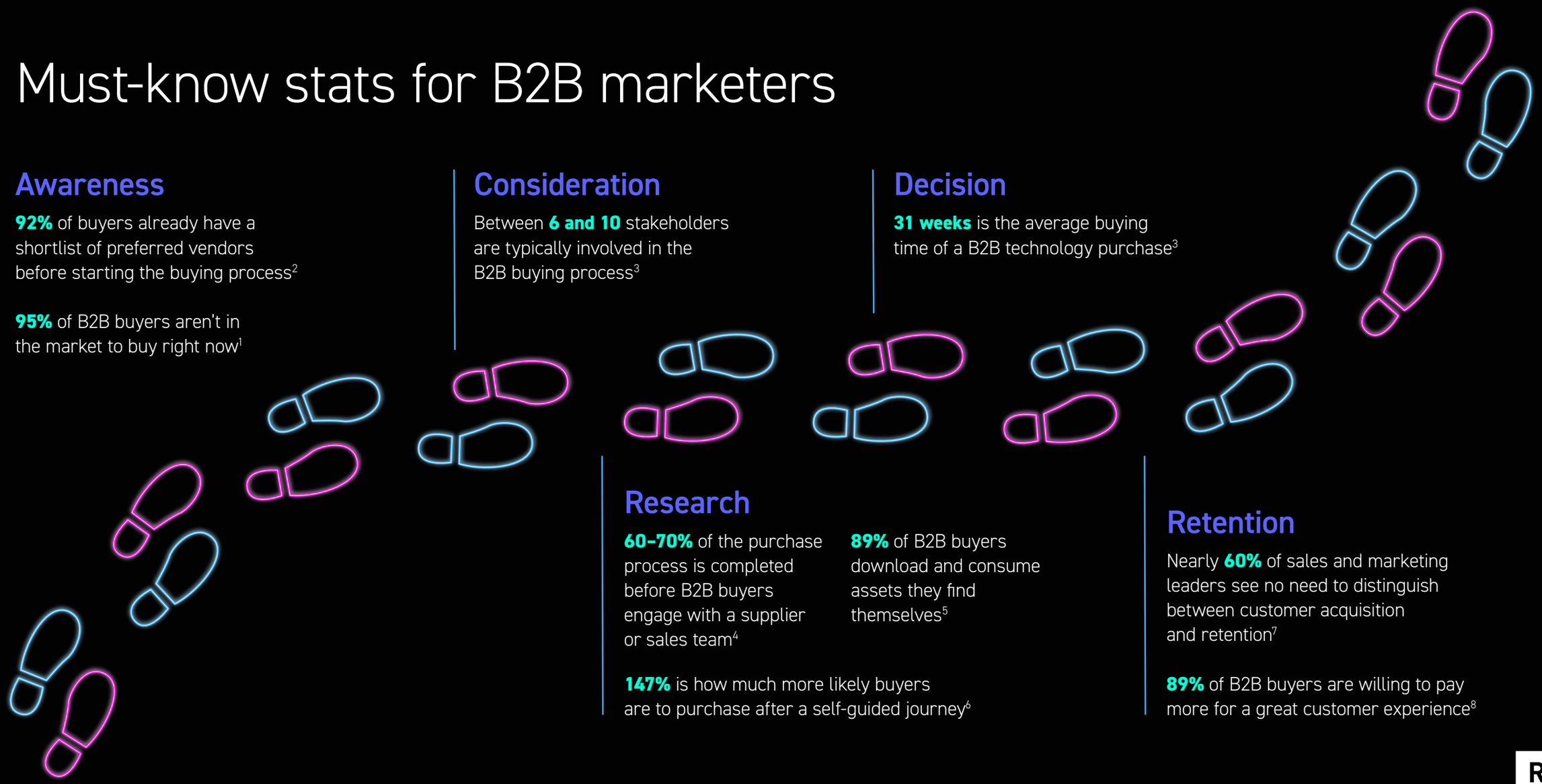
95% of B2B buyers aren't in the market to buy right now[1]

Consideration

Between **6 and 10** stakeholders are typically involved in the B2B buying process[3]

Decision

31 weeks is the average buying time of a B2B technology purchase[3]



Research

60-70% of the purchase process is completed before B2B buyers engage with a supplier or sales team[4]

89% of B2B buyers download and consume assets they find themselves[5]

147% is how much more likely buyers are to purchase after a self-guided journey[6]

Retention

Nearly **60%** of sales and marketing leaders see no need to distinguish between customer acquisition and retention[7]

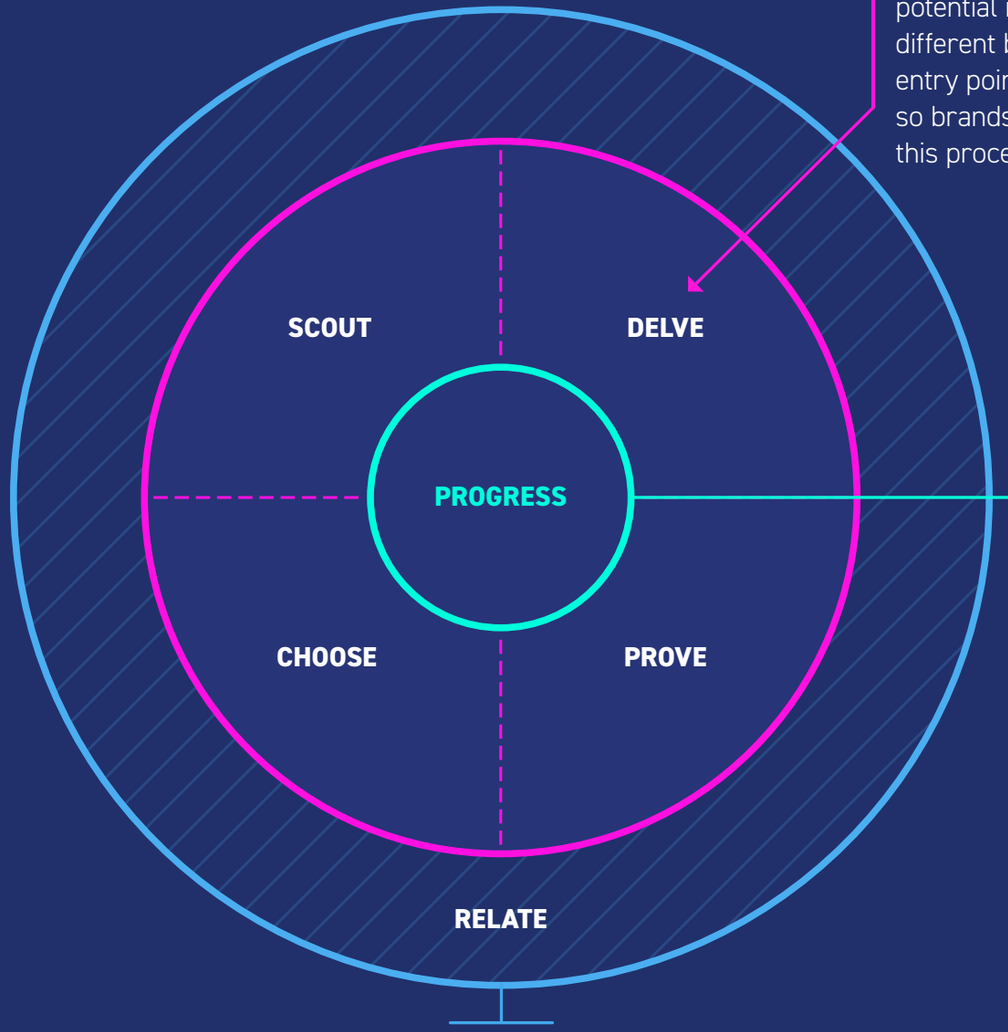
89% of B2B buyers are willing to pay more for a great customer experience[8]

Introducing the Wheel of Consideration

As a strategic agency, we wanted to challenge common marketing practices and realign to modern buying behaviours. Our new approach – the Wheel of Consideration – isn't a linear journey. It literally revolves around the different consideration points that buyers go through on their own terms and timeline. By applying this model, B2B marketers can start to shape their go-to-market plans around the real twists and turns of the buying process.

Over the following pages, we'll explain the Wheel of Consideration and provide a checklist of actions that B2B marketers can take to help potential customers meet these markers.

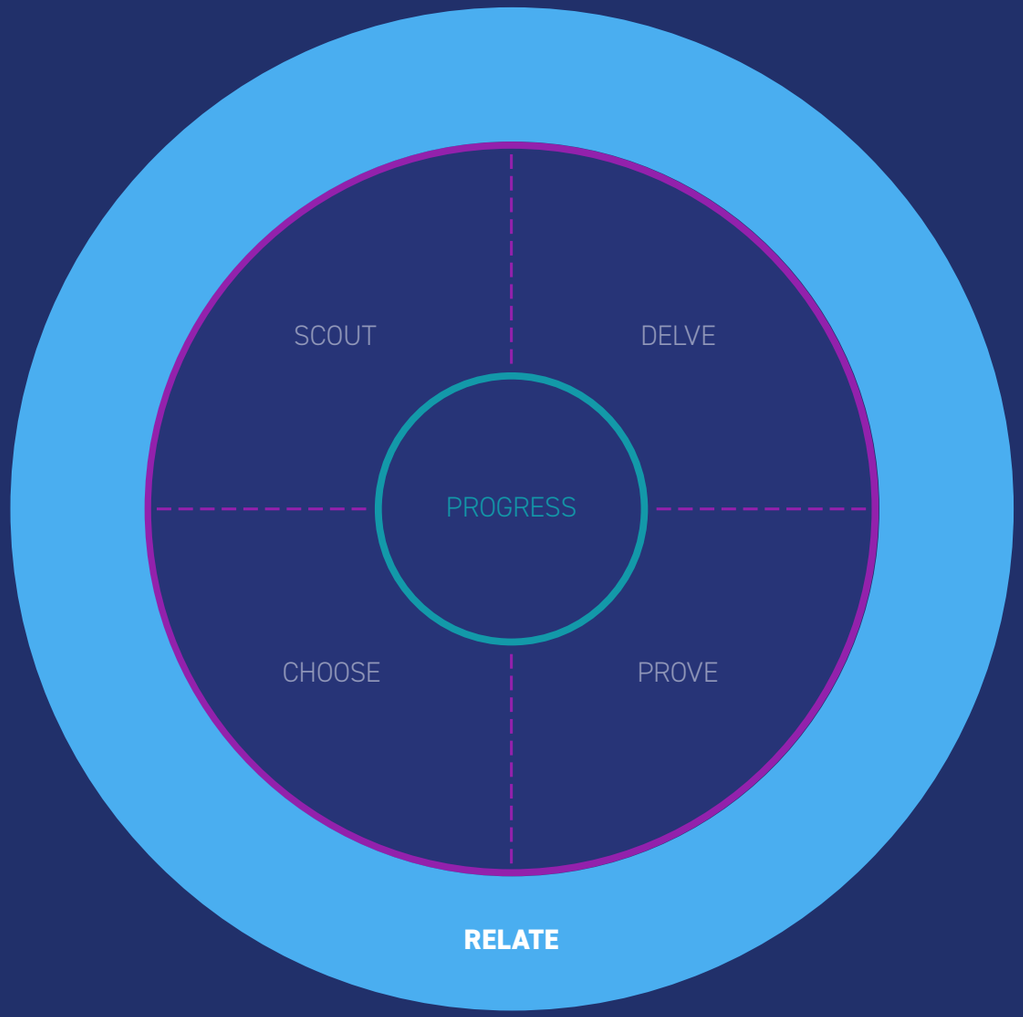
Click the wheel to navigate to each section



Buyer milestones: Scout, Delve, Choose, Prove
These sections represent potential milestones for different buyers. There's no set entry point, journey or timeline, so brands can only influence this process, not control it.

The inner wheel: Progress
This represents those buyers who convert to customers and how you can grow existing opportunities.

The outer wheel: Relate
Your inactive prospects sit at the centre and are your potential future pipeline.



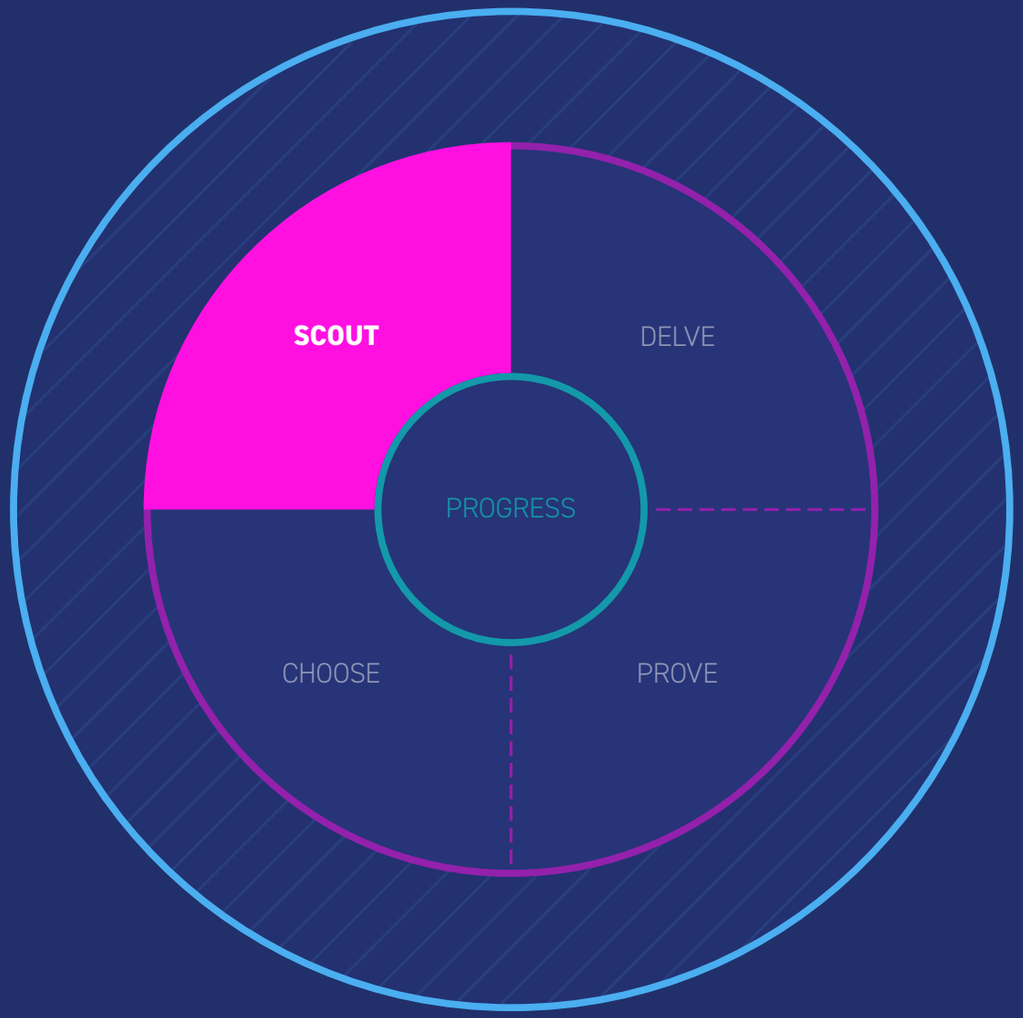


The **95%** of inactive prospects sit at the centre of the wheel. Your marketing must revolve around them, so it's your brand that comes to mind when they're in the market to buy from your category. Being recognised by potential buyers at the earliest opportunity creates a mental shortcut for their decision-making later on. To increase your chances of being recalled when the time is right, focus on regular brand-level activity that's imaginative, impactful and highly distinctive.

Actions you can take

Set the tone for your brand and future customer experiences:

- Create strong, enduring brand associations
- Offer a sense of your people and personality
- Provide evergreen advice and guidance
- Catch their eye and make them feel something
- Bring fun and drama to real-life behaviour
- Be where they hang out, personally and professionally



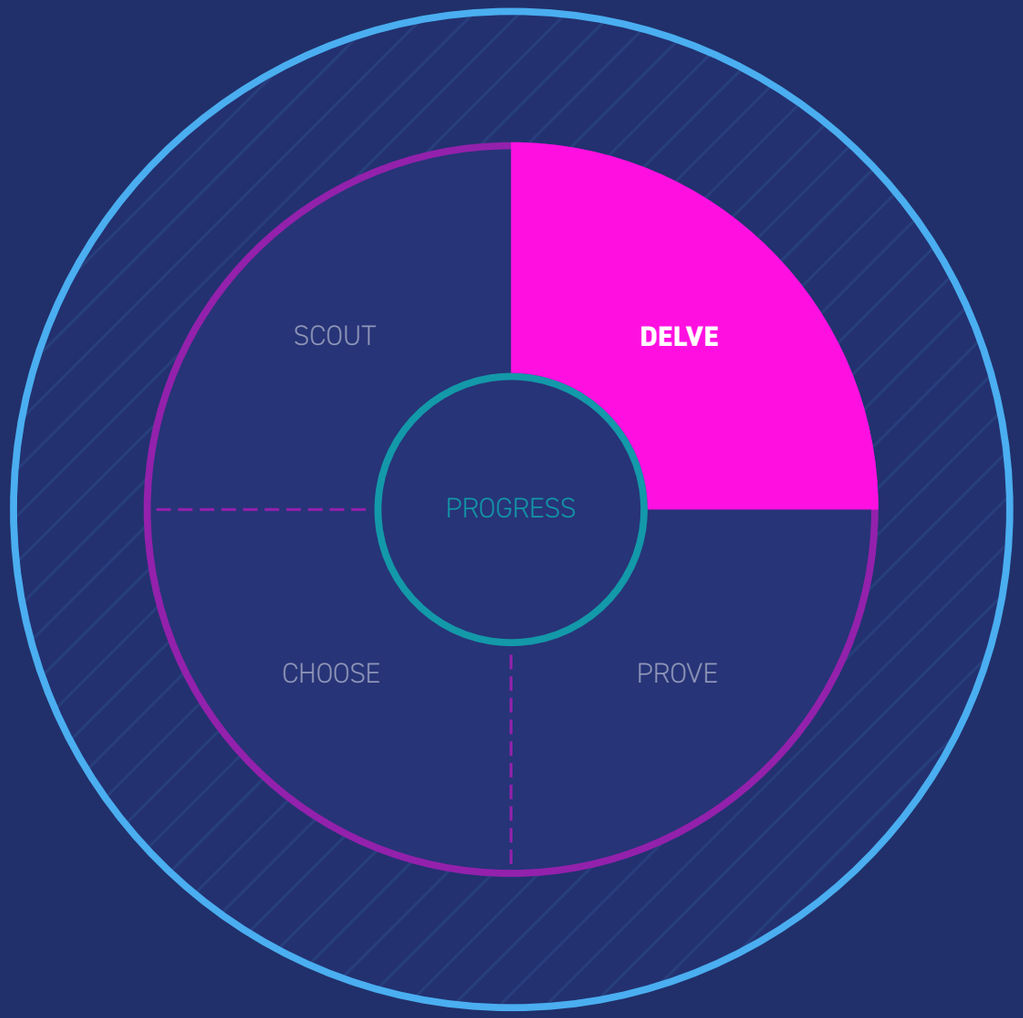


This segment represents inactive buyers who are simply keeping an eye out for something new or different, whether an opportunity or a possible threat. Look to capture their interest with a fresh angle on their market, industry or role. Valuable opinion pieces or observations around growth possibilities and likely disruptors should spark their curiosity.

Actions you can take

Earn attention to build interest with potential buyers:

- Stand out as an authentic thought leader
- Offer meaningful, actionable insights
- Challenge the existing market narrative
- Cement your credibility as they browse channels
- Tap into their consciousness with front of mind topics
- Offer up tips to help shape business strategy



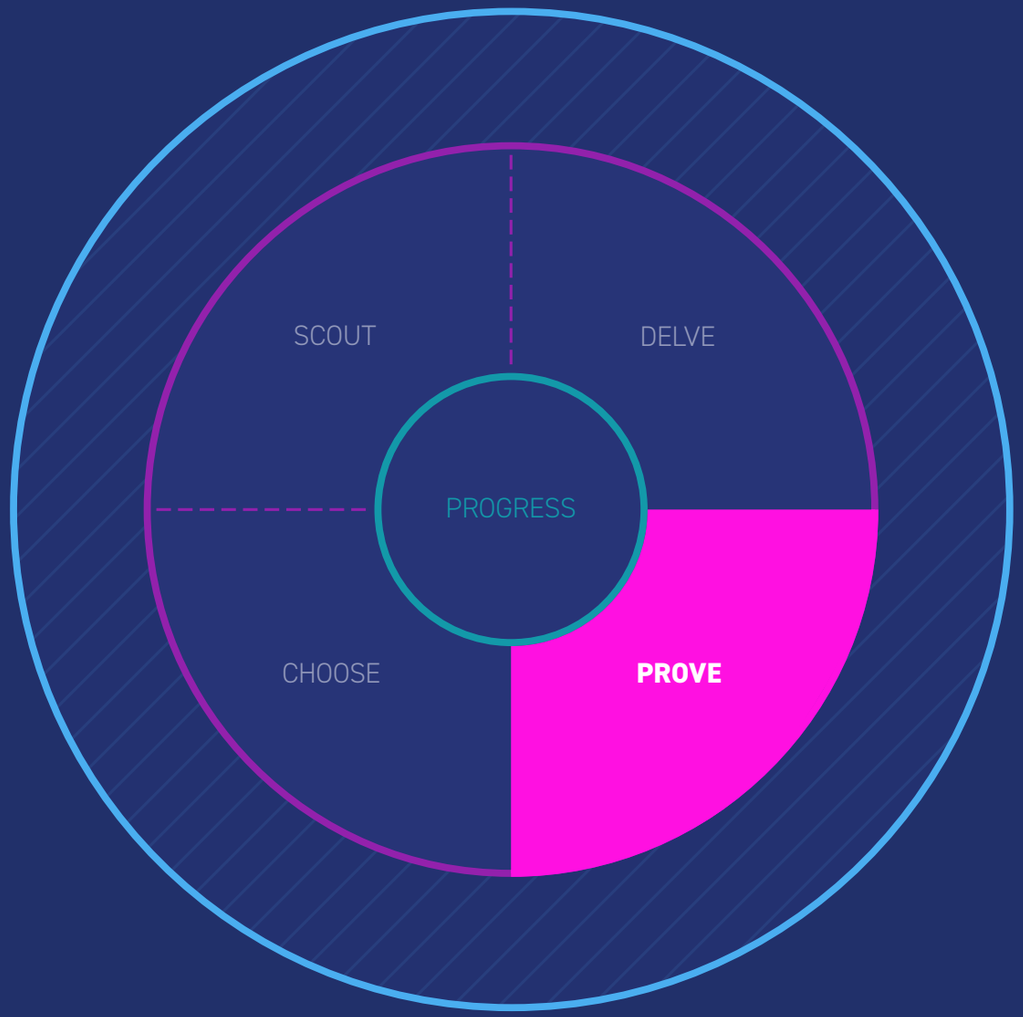


These prospects are barely active and identifying or considering their challenge or point of interest. They may not have a propensity to buy any time soon, but are likely to be uncertain of what action to take next. That's why they're independently researching subjects to improve their understanding for current or future conversations with colleagues. Use your field of expertise to add direction to their quest by openly providing self-serve guidance that clearly validates thinking or shakes things up.

Actions you can take

Add context to current or future conversations:

- Help them understand what could or should be done
- Support their preference for self-serve content (with no sales follow up)
- Share practical content and pathways
- Provide something special to help them be decisive
- Track behaviour behind the scenes
- Provide more of the content they engage with



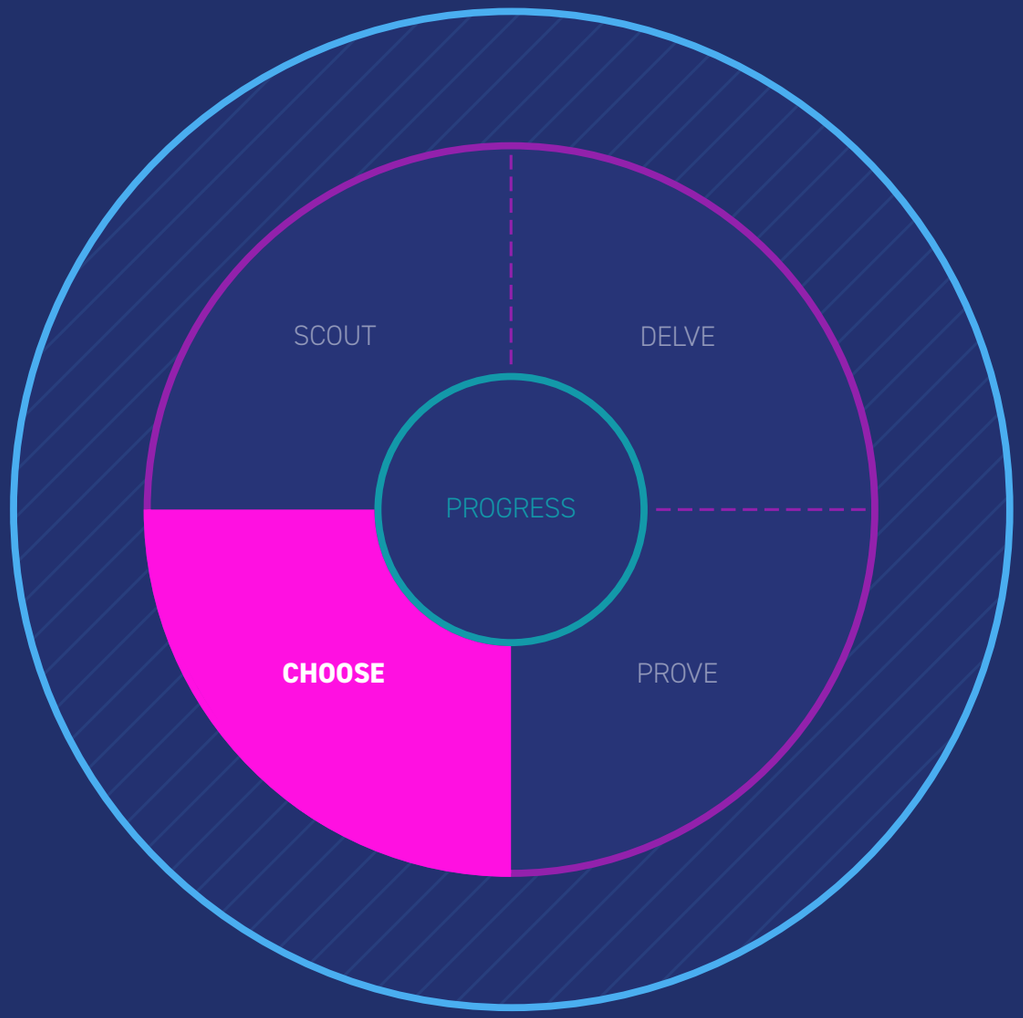


This milestone is for active prospects who are looking to verify their thinking on how to progress. As they consider how best to solve their challenge or drive a business goal, they need validation to drive decisions internally – most likely for the buying group's consideration. Although primed to enter a buying motion, they could easily backtrack or revert to inertia if things don't go to plan. Help them prove the merits of their approach with high value, personalised content that can be shared with wider stakeholders. And support internal decision making with demonstrations and resources that show how they can achieve business outcomes.

Actions you can take

Show you have proven solutions for defined problems:

- Show how you can deliver against a wider set of criteria
- Help them make a business case
- Be clear, evidence-based and outcomes-led
- Offer self-serve demos and practical resources
- Use data and insights to fuel meaningful interactions
- Consider strategic ABM for 1:1 / 1:few personalisation



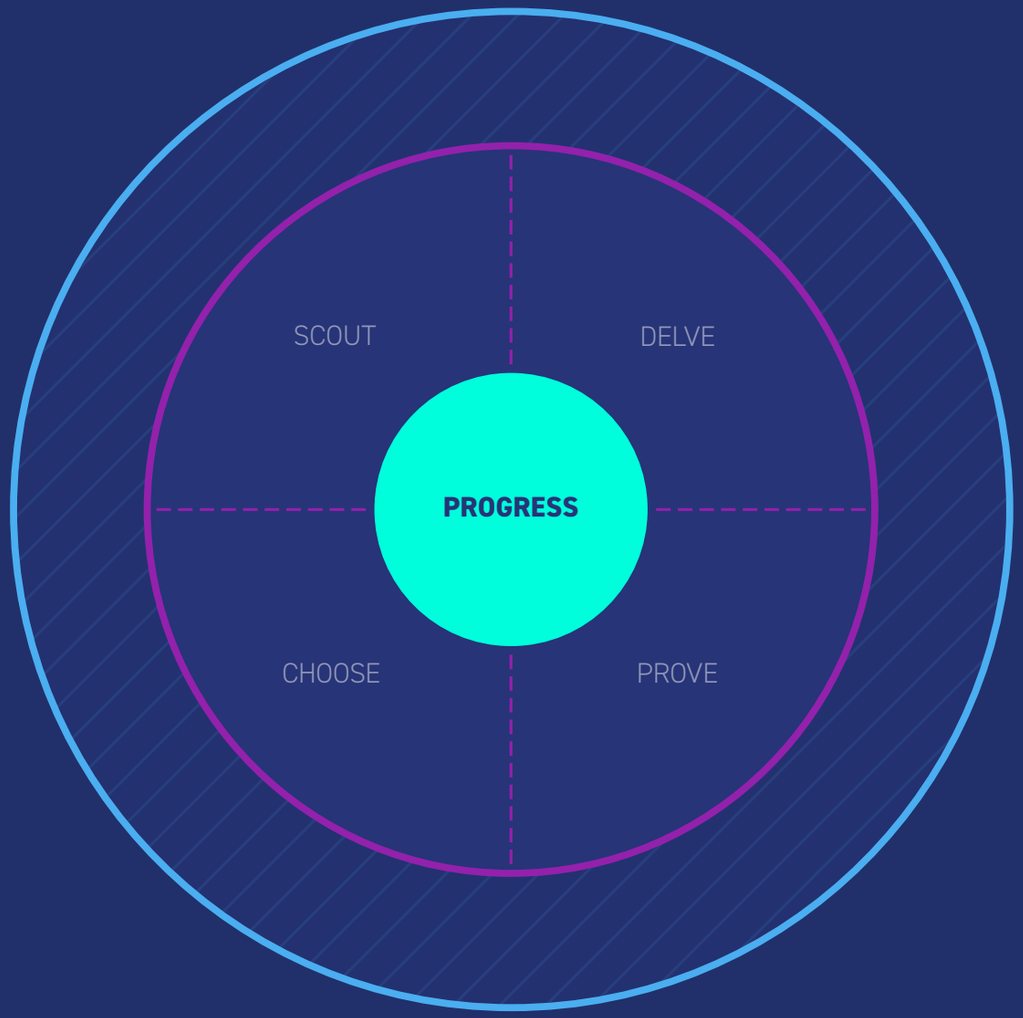


The majority of B2B buyers have shortlisted their preferred vendors before they even start the buying process. So, by the time they become an active buyer, they're already well underway, have considered a number of brands, and narrowed their options. At this point, you can no longer influence their choices, so any brand that hasn't captured their attention, challenged their thinking, or demonstrated their relevance is probably out of the running. Assuming you made the cut, help them overcome any final niggles or critical criteria by considering what else the buying group might need to know to finalise a decision.

Actions you can take

Stand out from shortlisted brands:

- Focusing on supporting their due diligence process
- Convenience is key to making it an easy choice
- Create certainty around price, process and expected value
- Map out short and long-term gains with your brand
- Provide specific answers to known / expected questions





For those buyers who go on to become customers, ensuring they continue to feel valued is the key to retention and growth. Customers are hard to win and even harder to win over, so deliver on promises made, celebrate milestones, reward their advocacy, and proactively address their individual needs. Use your knowledge of them to personalise all communications and continually learn from these interactions.

Actions you can take

Reinforce your value often to retain and grow customers:

- Keep validating their buying choice long after they made it
- Proactively address their individual needs
- Champion customer opinion and act on all feedback
- Share results and wins that decision-makers care about
- Look for new opportunities to re-engage on their terms and timeline

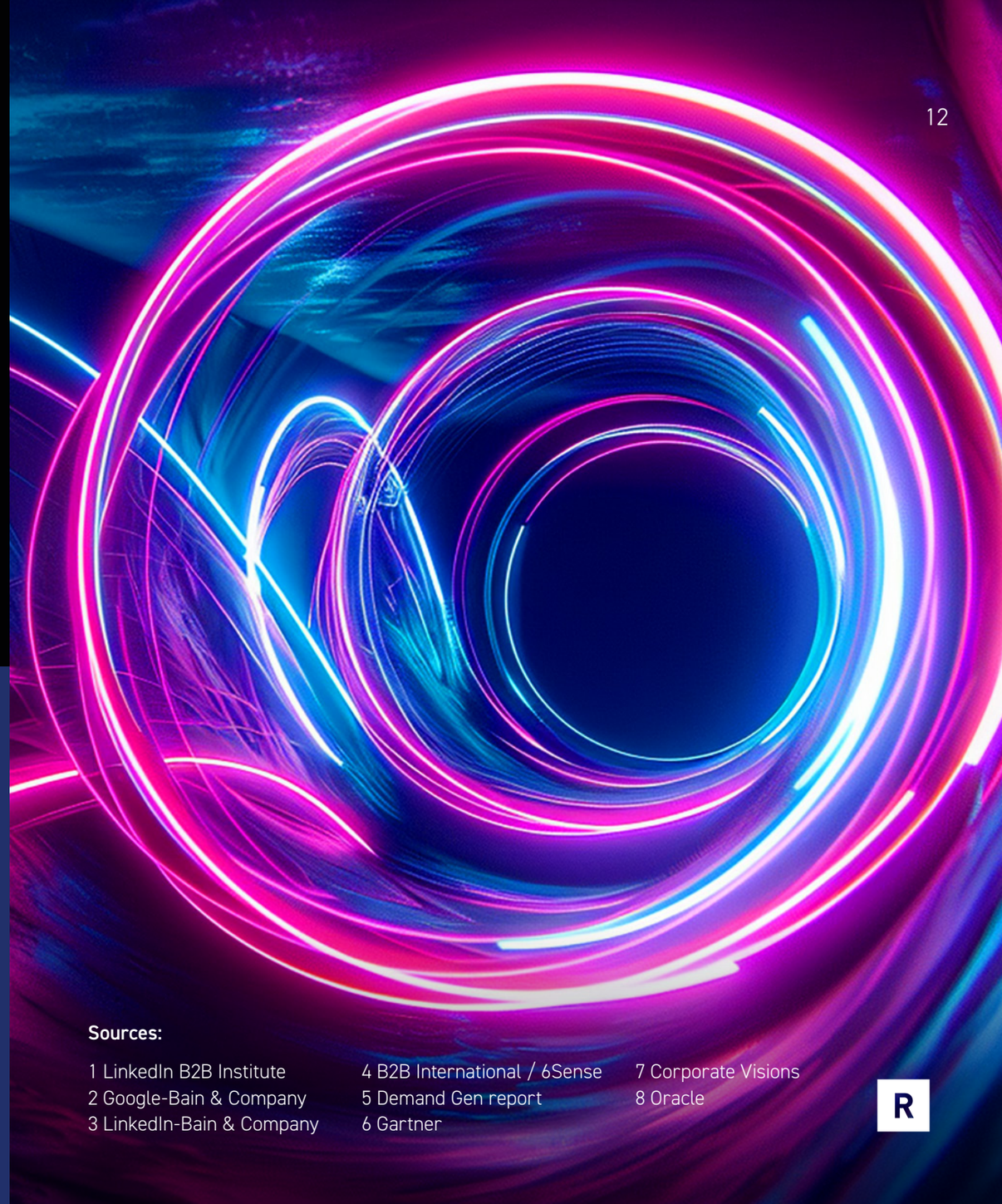
Get your Wheel of Consideration turning

Through the Wheel of Consideration, marketers can go full circle and address the needs of future customers right through to active buyers and current customers. It may not be as simple as the AIDA funnel, but then neither is business buying today. Meeting these consideration milestones is a more realistic approach to B2B marketing that reflects the true behaviours of buyers.

You can find further resources and guidance on how to use the Wheel of Consideration here.

Or, if you need help taking action and would like to discuss how the Wheel of Consideration could work for your B2B brand, reach out. We'd be only too happy to take it for a spin with you.

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Sources:

1 LinkedIn B2B Institute
2 Google-Bain & Company
3 LinkedIn-Bain & Company
4 B2B International / 6Sense
5 Demand Gen report
6 Gartner
7 Corporate Visions
8 Oracle