

HOW TO TREAT BUYERS AS INDIVIDUALS

At our most recent B2BNXT, we explored the factors that subconsciously drive loyalty and decision making, and how they always influence what we buy.

MEET THE SPEAKERS



Roger Dooley
 Author and
 Keynote Speaker



Susan Harden
 Banking Solution Director,
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HOW TO BUILD LOYALTY

Is exceeding customer expectations the best way to build customer loyalty?

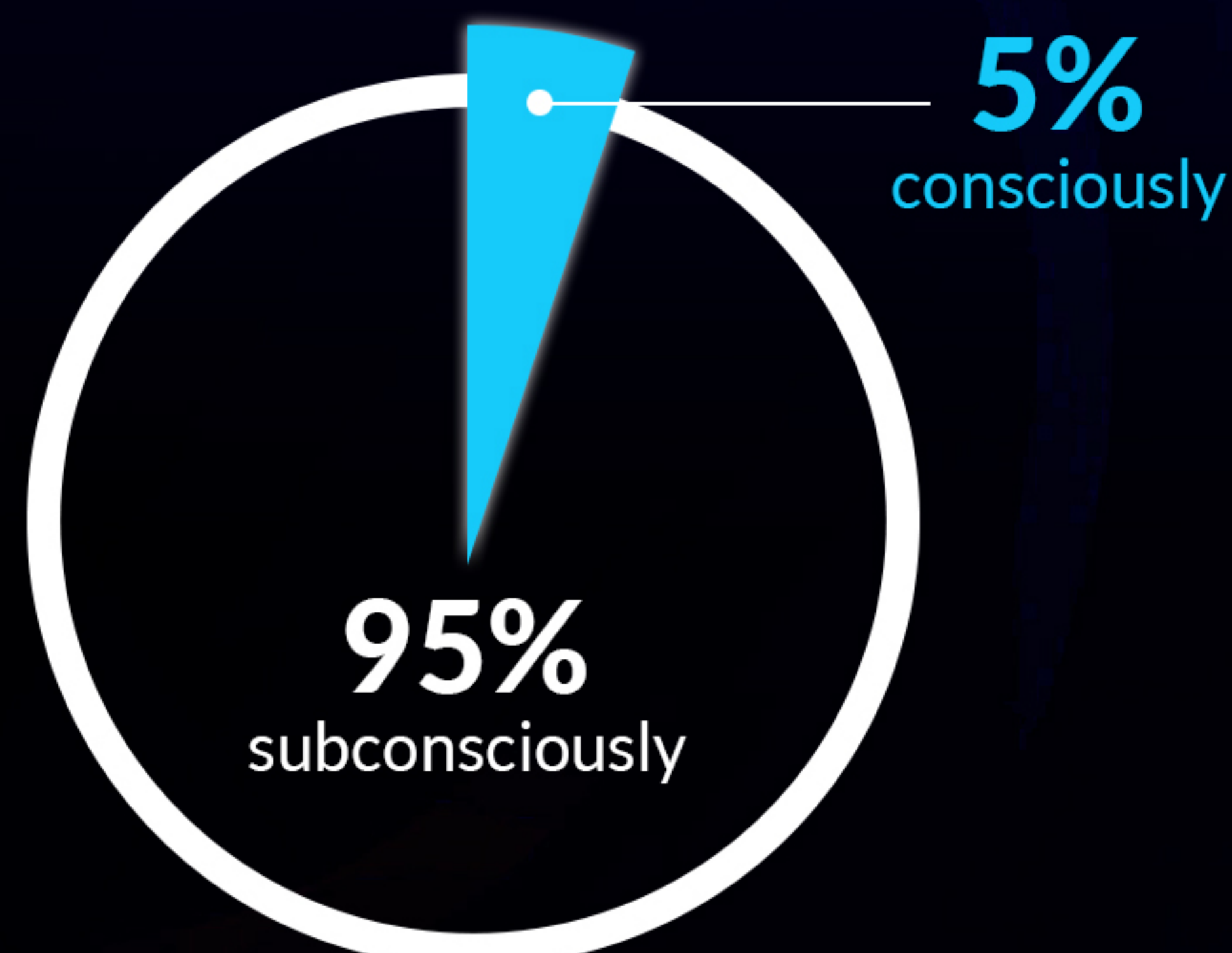
No!

Exceeding expectations is *expensive* and *hard to scale*.
 And, *rising expectations* of consumers make this approach more futile.

CUSTOMERS ARE ONLY HUMAN

To find out what does build loyalty, there's something we need to understand about customers: *they're only human*.

But how conscious are we of what we choose to spend our money on?



THE "LAW OF LEAST EFFORT"

The brain hates friction. It's the biggest deterrent to buying or building loyalty. The choice to buy needs to be the path of least resistance.

“ If you want to encourage some activity, make it easy. ”

Richard Thaler, American Economist, Nobel Prize Winner

WHAT DOES BUILD LOYALTY?

Reduced Friction + Seamless Experiences = Increased Loyalty

ENGAGING AN EVOLVING AUDIENCE

Rapidly developing marketing technologies and methodologies are now vital to engage consumers with evolving behaviors.

HIGH-LEVEL CUSTOMIZATION

Personalized, directed customer buying experiences

AI AND AUTOMATION

Easier user experiences and reduced friction

These are two of the strongest tools at our disposal to help create a more seamless buying experience.

AUDIENCES AREN'T A FACELESS MASS

As B2B marketers, our approach shouldn't be too different from how it would be in B2C. In both cases, we'll be starting with a simple question about what is being offered:

B2B

What's the benefit for the *business*?

B2C

What's the benefit for the *consumer*?

HELP BUYERS MAKE THE RIGHT DECISIONS

While B2B buyers may be individuals, our brains are hardwired for certain predispositions. With the right technologies and approaches, you can better understand the motivations of individual buyers, accounts, and tip the decision-making process in your favor.

Ready to build loyalty and create head-turning marketing campaigns?
 Contact us today to get started.

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