



B2B Statistics To Know



DIGITAL



www.blu-digital.co.uk



Introduction



Understanding the difference between B2B and B2C is important for every marketer. Not only understanding the differences, but also identifying how they can influence digital strategy and bring success.

When it comes to B2B marketing, elements such as the buying cycle, relationship building, communication channels and data, all play pivotal roles in securing and retaining buyers.

B2B marketers are always looking for different ways to reboot and engage their audience, we look at B2B marketing statistics you should know!





B2B General B2B Stats

It's safe to say traditional B2B methods took a turn in 2020, as consumer behaviours changed.

Let's get you started with a few eye-catching statistics:

74%

of B2B buyers now research at least half of their work purchases online (Forrester)

43%

of B2B buyers would prefer not to interact with a sales rep at all (Gartner)

8/10

of B2B leaders report that new, remote sales models are at least as effective, if not more, than traditional models (Gartner)





Stats For B2B Marketers

Statistics via:

EARNEST

The Drum™

Award-winning B2B marketing agency Earnest has compiled the latest statistics (via industry sources) that Marketers should be aware of - revealing the following:

44% of people are finding themselves using social media more now than before the Covid-19 outbreak

Content shared on LinkedIn is up 50% year-on-year

44% more emails are currently being sent than before lockdown began, and email open rates have increased on average by 28%

89% of marketers consider influencers comparable or superior in ROI to other popular marketing tactics

18% of adults now tune in to podcasts every week, and 54% of podcast listeners say they are more likely to consider the brands they hear advertised on podcasts



Prediction:

80% or more of the sales cycle is set to go digital and remote.



B2B Email Marketing Statistics

Email Marketing remains a popular method for B2B marketing. According to Super Office, 87% of B2B marketers' use email marketing to generate new leads, while 31% of B2B marketers' cite email marketing as the channel that makes the biggest impact on revenue.

Notable statistics:



10-60 minutes is how long people look at email each week (Campaign Monitor)



87% of B2B marketers use email to distribute content (Content Marketing Institute)



20% is the average open rate for B2B emails (Email Benchmarking)



59% of people say email influences their purchase decisions (Hubspot)

Did you know...



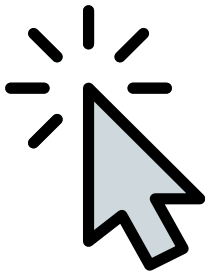
7 in 10 B2B buyers watch videos throughout their sales journey (Google)



43% of B2B purchases involve 8 or more stakeholders in the decision-making process. (Google)



A quarter of B2B organizations allocate only 5% of their total budget to marketing (Statista)



41% of B2B businesses conduct their marketing activities in-house. (Statista)



B2B Mobile Marketing Statistics

According to WebFX, more than 50% of the world's Internet traffic coming from mobile devices. Websites are increasingly being built to optimise mobile; and mobile-friendliness is now a ranking factor for its search results, making it essential for B2B businesses. The following highlight why mobile matters:



Mobile devices (excluding tablets) generated 50.81% of global website traffic in 2020 (Statista)



50% of B2B searches happen on smartphones (Think With Google)



42% of revenue for leading B2B organisations is influenced or driven by mobile (Think With Google)



B2B



Additional Mobile Marketing Statistics You Didn't Know

74%

of users are more likely to return to mobile-friendly websites (WebFX)

60%

of B2B buyers say mobile played a significant role in a recent purchase (BCG)

90%

of B2B buyers who report a superior mobile experience are likely to make another purchase from the vendor (Think With Google)



B2B and B2C eCommerce sales (Staista)



£159 billion

sales to businesses
or public authorities
in 2019



£197 billion

sales to private
customers in 2019



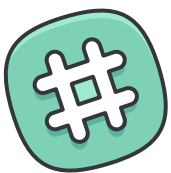


B2B Social Media Statistics

Social media platforms such as Facebook, LinkedIn and Twitter have become popular channels for B2B companies to generate leads. These statistics suggest B2B businesses are finding success with social media:



95% of B2B marketers produce social media content (Content Marketing Institute)



91% of B2B marketers use social media to distribute content (Content Marketing Institute)



25% of B2B marketers view social media content as the best type of content for building brand awareness (Content Marketing Institute)



22% of B2B companies' top marketing spend is social media (Smart Insights)



33% of a user's Internet time goes to social media (GWI)



B2B Analytics Statistics

77%

of B2B marketers track
their revenue
(Salesforce)

86%

of B2B marketers use analytics tools
to assist with content marketing
(Content Marketing Institute)

59%

of B2B marketers track
their marketing leads
(Salesforce)

7

is the average number of ways B2B
companies use artificial intelligence
(Salesforce)



B2B



Resources

Did you find these tips interesting? Are you looking for more resources to keep you informed on B2B and perhaps B2C marketing? Look no further!

B2B vs B2C: The Main Differences

B2B Trends: Data-Driven Content

B2C Trends: Customer Loyalty & Retention Marketing

B2C Trends: Voice increasing conversions