

Spotlight On The Millennial B2B Decision Maker

Millennials are now the largest segment making decisions in the B2B space. This therefore changes the landscape of the B2B buyer journey, and means organizations are having to adapt their marketing and communications strategy accordingly in order to connect with them effectively and ultimately win their business.

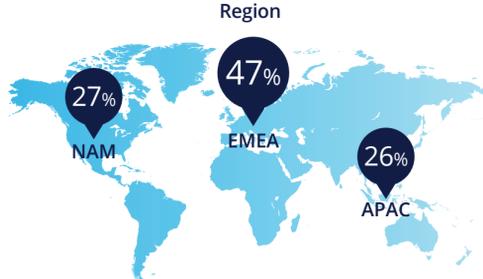
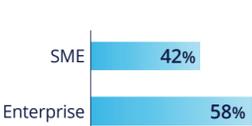
This infographic walks you through ways in which you can best communicate and influence the Millennial B2B decision maker.



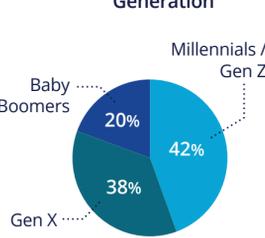
About The Survey

3,505 Respondents

No. of Employees

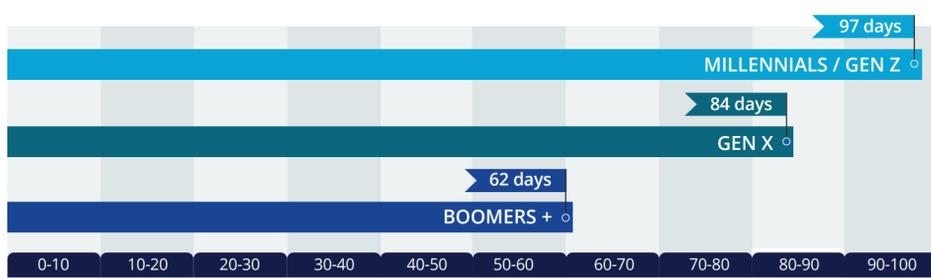


Generation

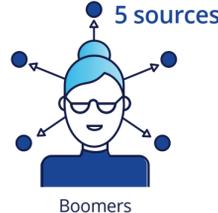
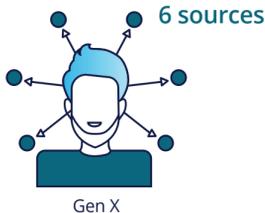


The Journey

How Long The Selection Process Takes (Days)



Millennials take significantly longer to come to a decision than the other generations. This therefore means B2B organizations must ensure they remain relevant throughout the process, connecting at the right time and in the right way, with a message that resonates with them. They also rely on more sources to get to the final decision stage; on average a Millennial will rely on 8 sources, vs 6 for Gen X and 5 for Baby Boomers.



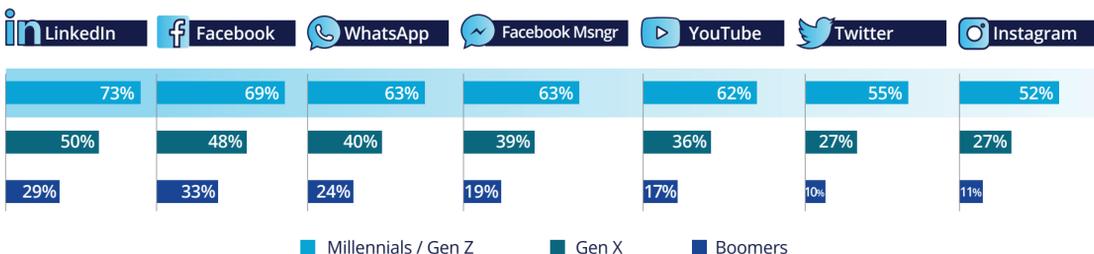
The Increasing Influence of Social Media

Social media has risen up the priority list as part of a B2B marketing strategy. This is hardly surprising when Millennials are **20% more likely to be influenced by social media when making a final business decision.**

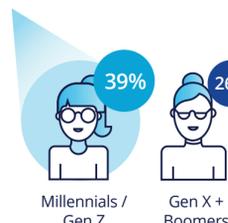
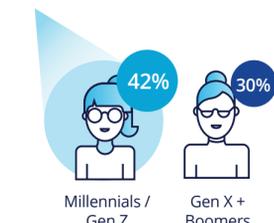
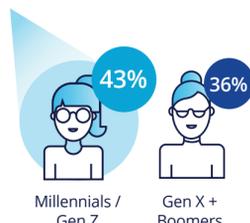
Again, this is unsurprising considering they are significantly more likely to engage with social media for work purposes than the other generational cohorts. 94% of Millennials use social media for work, 75% doing so at least weekly.



Millennials engage with LinkedIn the most for work purposes, however, it is clear that other social platforms are becoming more influential as a result of Millennials using them more than the other generations.



Different generations also have different views on what social media is useful for. We posed the question; "which functions are social media platforms better than other sources for business topics?". If we shine the light back on Millennials, we can see there are 3 key areas in which they use social media for in comparison to the other generations:



Getting views from citizens and wider society about business in general

Obtaining unbiased and honest views about potential suppliers of business products and services

Better understanding of the real culture and values of a company or supplier (e.g. from employees or suppliers)

One function Millennials do not feel social media is useful for is for having informal discussions about the world of business. They are **50% less likely** than the other generations to use social media for this purpose.

How To Engage With The Millennial?

	Millennials / Gen Z	Gen X	Boomers
Personalized engagements with supplier reps	1	1	1
Short reports / infographics	3	2	2
Events (both online & in-person)		3	3
Webinars	4	4	
Videos	2		
Interactive portals / dashboards / apps			4



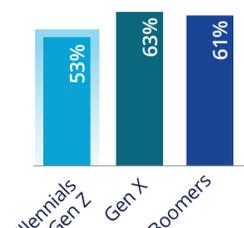
Millennials overall are more likely to list online sources among their preferred ways to receive information, insights and advice along the journey. They also state that video is becoming a more preferred medium of choice to be able to digest the information they need. That said, **all generations rate "personalized engagements with supplier reps" as the most impactful way to reach them.**

While events are less important for Millennials currently, (24% millennials, 26% Gen X, 34% boomers), they tend to prefer online events in comparison to Gen Xers and Baby Boomers.

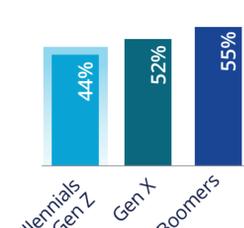


Millennials also prefer certain ways in which a brand should interact with them. While traditional channels such as email and telephone remain two preferred ways for a decision maker to interact with a B2B brand across all generations, Gen X and Boomers rely on these channels more than Millennials overall and they are in decline as new, online methods are rising in influence. **Millennials for example now have a greater preference for interacting on messaging platforms both now and in the future.**

Email



Telephone



Messaging Platforms



To read our full research report on "Connecting You With Today's B2B Buyer", sponsored by Meta, click [here](#).