



FACE VALUE: CONNECTING WITH B2B MILLENNIALS

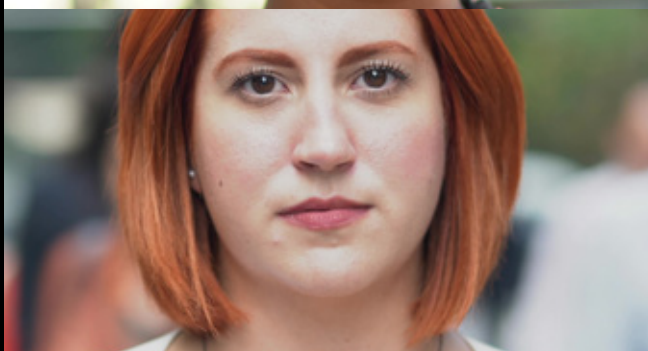
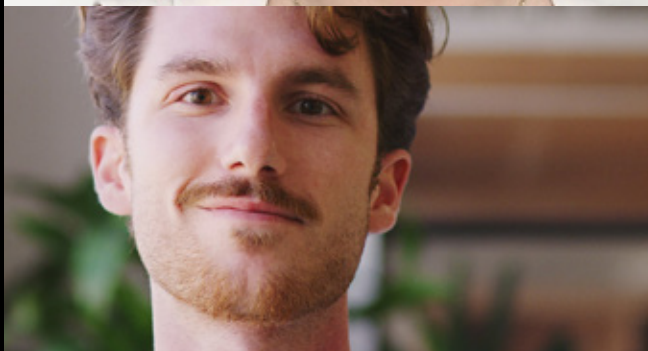
*Myth-busting insights
about a growing generation
of business decision-makers*

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Every B2B company wants to connect with millennials. They're the largest generation in the U.S. labor force, and their business decision-making and purchasing power are on the rise as they ascend through the corporate ranks. They're also known as digital natives who are always online.

But what if companies have it all wrong?

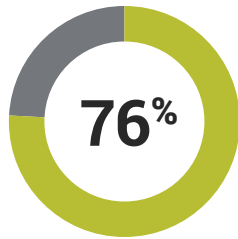
Face Value: Connecting with B2B Millennials, a new study of B2B millennial decision-makers by Ketchum, casts doubt on some popular myths about this coveted 23- to 38-year-old demographic as they emerge as business leaders.



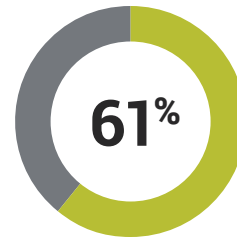
Ketchum

Myth: MILLENNIALS ARE EXCLUSIVELY DIGITAL-FIRST

Reality: DESPITE THEIR UBIQUITOUS USE OF TECHNOLOGY¹, MILLENNIALS DON'T ALWAYS PREFER ONLINE CHANNELS WHEN IN THE ROLE OF BUSINESS DECISION-MAKERS



Prefer to build a personal relationship with a company than read its product emails



Prefer to have their new business meetings face to face

Myth: MILLENNIALS PREFER PIXELS OVER PEOPLE WHEN SEEKING INFORMATION

Reality: COLLEAGUES, INDUSTRY EXPERTS, VENDORS, ACADEMICS – EVEN FRIENDS AND FAMILY – ARE ALL TRUSTED MORE THAN ONLINE CHANNELS OR MEDIA

STRONGLY TRUSTED SOURCES FOR NEW VENDORS/COMPANIES/PRODUCTS

71% COMPANY COLLEAGUES

70% INDUSTRY COLLEAGUES

67% INDUSTRY EXPERTS

60% VENDOR/PARTNER REPRESENTATIVE

57% ACADEMIA/SCIENTIFIC COMMUNITY

56% FRIENDS/FAMILY

52% CONFERENCES /TRADESHOWS

52% AGENCY PARTNERS

51% CONSULTANTS (E.G., MANAGEMENT, MARKETING, OPERATIONS)

49% VENDOR/PARTNER CHANNELS (E.G., WEBSITE, BLOG)

47% INDUSTRY TRADE MEDIA

46% VENDOR/PARTNER MARKETING (E.G., EMAILS, WHITEPAPERS)

44% BUSINESS /NEWS MEDIA

43% LINKEDIN

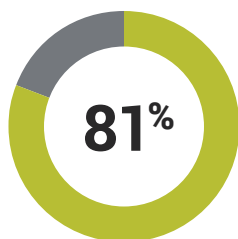
40% THIRD-PARTY BLOGS/ PRODUCT REVIEW FORUMS

40% SOCIAL MEDIA-OTHER

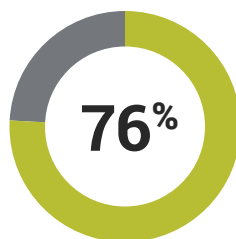
35% SOCIAL MEDIA INFLUENCERS

Myth: MILLENNIALS ARE GUIDED SOLELY BY A COMPANY'S REPUTATION FOR DOING GOOD

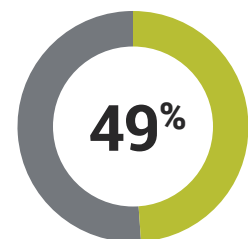
Reality: AS BUSINESS DECISION-MAKERS, MILLENNIALS BALANCE PURPOSE WITH PRAGMATISM



Think it's important to work with companies offering reliable service



Think cost is important

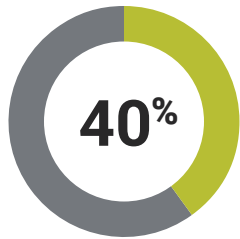


Think working with a company that has a strong social purpose is important

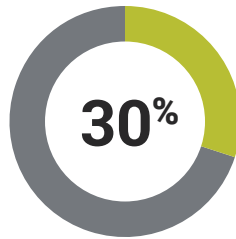
Myth:
Reality:

MILLENNIALS PRIZE WORK-LIFE BALANCE OVER WORKING HARD

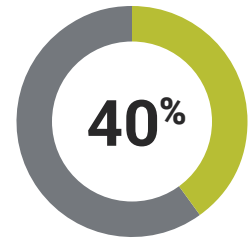
THE SO-CALLED TROPHY GENERATION IS MORE AT RISK OF BECOMING THE BURNOUT GENERATION



Look at work-related content for five-plus hours outside their normal workday



Read work emails first in the morning, not personal emails (19%) or social media (17%)



Like being “always on” and say it’s part of their personality

IMPLICATIONS FOR B2B MARKETERS AND COMMUNICATORS

The full study data can help B2B marketers and communicators revisit standard assumptions and understand the opportunities around building high-touch relationships with this generation of decision-makers. Digital and social media tactics and purpose initiatives remain important influences on purchase decisions, but the real ROI will come when millennial decision-makers believe that B2B companies understand them uniquely.

Ketchum’s **Face Value playbook** leverages study insights to give B2B marketing and communications professionals a customized, measurable, industry-specific approach for engaging millennial decision-makers.

WAYS TO CONNECT

- Get to know the millennial B2B buyers in your industry: uncover unexpected insights by analyzing their beliefs and preferences and paths to purchase.
- Content should seem clearly helpful to B2B decision-makers in their jobs.
- Digital and social content and purpose initiatives will deliver more meaningful engagement if they connect directly with the audience and their business needs.
- Put extra effort in maximizing interactions at in-person events like conferences and trade shows.
- Use communications channels to give B2B decision-makers access to real people at your company.
- Think clearly about when and how your content is reaching millennial B2B buyers – are you adding to their burnout or helping them personally?
- Make sure your B2B social content is human, connecting with millennial B2B buyers on a personal level. It should not be overly transactional.

ABOUT FACE VALUE: CONNECTING WITH B2B MILLENNIALS

The study examines the attitudes, purchase decision influences and communication preferences of 1,001 current full-time U.S. employees, ages 23 to 38, with decision-making and purchasing power.

ABOUT KETCHUM'S B2B EXPERTISE

Leveraging decades of award-winning client work and deep audience insights, Ketchum offers the industry’s broadest range of B2B communications and marketing capabilities under a single roof.

To learn more about the study or discuss having a Face Value playbook customized for your needs, contact:

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SOURCES

1 PEW RESEARCH CENTER SURVEY
[HTTPS://WWW.PEWRESEARCH.ORG/FACT-TANK/2019/09/09/US-GENERATIONS-TECHNOLOGY-USE/](https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/)

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