



Bidtellect

B2B & Coronavirus: The Digital Advertising Opportunity

B2B sales during coronavirus are holding steady thanks to ecommerce. But B2Bs are spending more on content creation than distribution, and buyers are hungry for information. **The golden opportunity is digital advertising, according to data.**

The Good News: Ecommerce & B2B Product Sales

The pandemic has accelerated a clear shift to ecommerce and online sales. Online purchases have not only risen from last year to this year, but from pre- to post-onset of the coronavirus pandemic.



24%

B2B online purchases have increased by **24%** since last year.
(Wunderman Thompson Commerce via MarTech Series)

1/2

More than half of US B2B buyers are currently considering purchases for their business during the pandemic.
(LeadMD via eMarketer)

23%

There is a **23%** increase in the world-wide average company revenue share driven by ecommerce before vs. during the coronavirus pandemic. Research
(McKinsey & Company)

46%

The number of online B2B purchases has risen from 41% before lockdown to **46%** during lockdown.
(Wunderman Thompson Commerce via MarTech Series)

The B2B Opportunity: Digital Advertising

According to data, B2Bs are spending more on content creation, but lacking when it comes to distributing that content through digital advertising in strategy, budget, and technology. With more eyes on screens than ever, now is the time shift dollars and strategy to digital advertising.

43%

43% of US B2B Marketers are reallocating event marketing budgets not used because of coronavirus to Content Creation.
(eMarketer)

18.7%

A year ago in 2019, B2B companies' spend on digital advertising increased 18.7% year over year
(eMarketer)

Even with this growth, eMarketer stated, B2B companies were slow to shift dollars to digital ads. Many still lacked the foundational data and technology to successfully leverage digital. There's a gap that needs to be filled.



The B2B Opportunity: **What To Do**

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01 Recognize the value in digital interactions. Interacting with content raises B2B awareness and purchase intent.

B2B companies see digital interactions as two to three times more important to their customers than traditional sales interactions in the future.

[McKinsey & Company]

02 Creating content alone will not reach buyers.

As Bidtellect's CEO likes to say "If content is king, content distribution is king kong." If no eyeballs see the content, it's not worth its creation.

With people currently spending more time at home and online, now is the time to jump into digital ads if you haven't yet. Not only can ads help you build brand awareness, but they also can capture new leads".

[Forbes]

03 Contextually-relevant ads bring the most engagement value and is the most brand-safe option.

Contextual optimization capabilities enable content to go beyond where standard banner and display ads can reach and in front of the eyes of decision-makers like CTOs and CIOs for meaningful engagement.

Read more about Just Media's B2B success with contextual targeting here.

Messaging Success: **Informative & Solution Oriented**

Adjust messaging so it is informative and solution-oriented. B2Bs providing content that is relevant and useful will gain traction.

01 Information, advice, tips: being a go-to source of information will keep you top of mind for purchasing and instill more trust in your buyers.

Roughly **a third** of B2B buyers said they would need more quality and accurate information about what they are buying.

[eMarketer, April 2020]

02 Offer solutions to problems that B2Bs are facing now. Make buyers feel confident that you are able to solve their problems with compassion.

23% of respondents noted they would need to have more confidence in the purchases they are making.

[eMarketer, April 2020]

03 Cater to working-from-home. This is the golden opportunity for B2Bs that offer technology services to make working from home easier.

30% of respondents of those spending more purchased videoconferencing software.

[TrustRadius via eMarketer, April 2020]