



Small Business Growth Strategies

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ABOUT US

- Business to business growth marketing & sales specialist
- 15 years experience helping SME's to grow in competitive markets
- Technology marketing experts
- We've seen a complete change in behaviour in this time, yet many SME's employ the same sales and marketing strategies and tactics as they did 5, 10 or even 15 years ago

INNOVATIVE • FLEXIBLE • RELIABLE • SUPPORTIVE • COST EFFECTIVE



WHAT'S CHANGED?

- 9 out of 10 business buyers say when they are ready to buy, they will find you
- 81% of them start the process with a web search
- Many are 50-60% of the way into the buying cycle before they will even make contact with a vendor
- 78% are looking for information around their business challenge



WHAT'S CHANGED?

- 84% said Word of Mouth recommendations influence their purchase decisions
- 58% engage with peers, 48% follow industry conversations, and 41% read research papers and postings from thought leaders. If the order value is more than £10k – 70% of buyers say they review four or more pieces of content prior to purchase
- The white paper is still the most read piece of content – but 60% of buyers say they don't have the time for reading – so the shorter, the better



WHAT WORKS NOW

- Understand your buyers and their context – what their personality, problems and wants are based on where they are in the sales cycle
 - For instance, don't talk about product until they are in the sales cycle
 - Don't give them whitepapers when they are looking for a new vendor!
 - Buyer personas and sales funnel mapping are great ways to do this
- Have a website that is content rich and regularly updated



WHAT WORKS NOW

- Make sure you appear in search results for top of funnel and middle funnel keywords
- Offer things of value to your buyers. Educate them with content or events when they need it and use it build your database
- Follow-up. Person to person sales is still vital just make sure its aligned with your marketing
- Ensure your sales collateral is benefit driven, snappy & looks great. In a competitive market small things make a big difference