

# 4 Key Principles B2B Brands

— MUST FOLLOW IF —

## They Want to Grow Rapidly

The stakes are high in today's hypercompetitive market. Buyers make quick decisions, forcing B2B providers to innovate or become irrelevant.





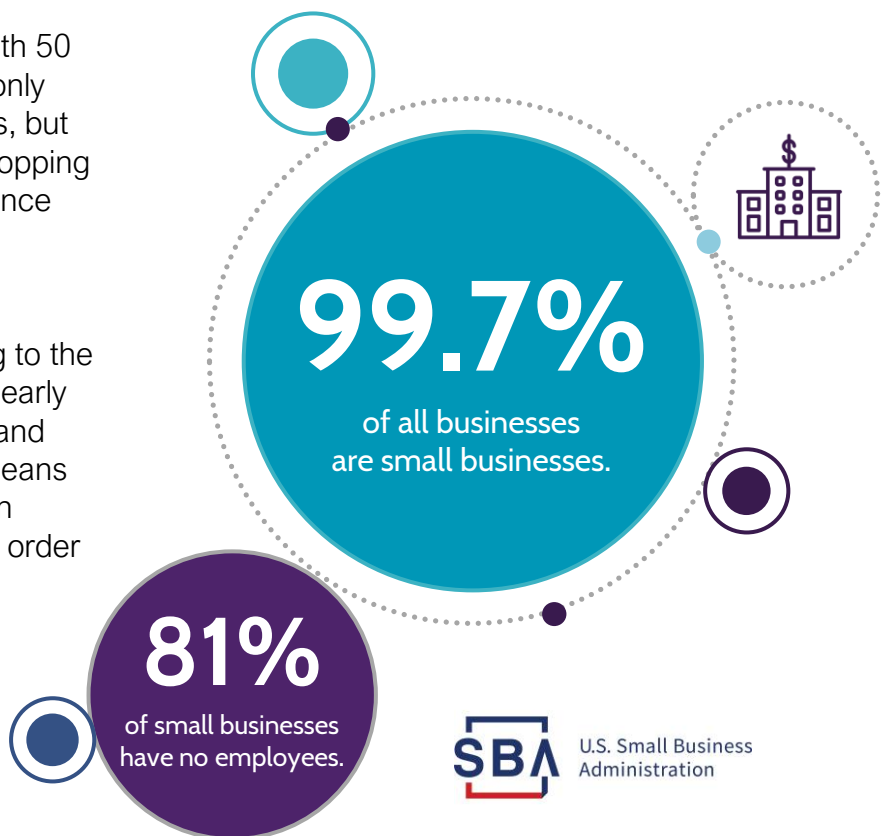
## PRINCIPLE 1

# Think Small.

Small businesses are essential to big growth; prioritize their needs.

The fastest growing businesses are those with 50 or fewer employees. This rapid growth isn't only reflected in revenue or number of employees, but by their rapidly growing list of needs. The shopping list suddenly includes everything from insurance coverage to software to capital.

For B2B providers, that means that small businesses are critical for growth. According to the U.S. Small Business Administration Office, nearly all businesses classify as small businesses, and most of those don't have employees. That means that small and micro-sized businesses are an essential segment for vendors to prioritize in order to achieve their long-term growth goals.



U.S. Small Business  
Administration



## PRINCIPLE 2

# Identify Customers.

To recognize your B2B audience now, you have to know their past.

Focusing on delivering a winning experience to small and micro-sized businesses is fantastic, but if you are unable to identify them at key moments, the customer journey ends before it begins. Identifying small businesses in particular has its own set of challenges. That initial period of rapid growth, from registering a business to opening the first storefront location, often creates a number of disparate data points. This makes it nearly impossible for B2B companies to connect the dots and confidently know who they're serving.

Let's take Joe Smith, for example. Joe has decided to start a plumbing company. When he initially registers his business, he lists the company as "Joe Smith Plumbing LLC" and uses his home address of 555 Robin's Nest Lane. Two years later, and business is thriving. As a result, Joe rebrands his company to "Hero Plumbing" and moves into a new warehouse at 888 Industrial Parkway.

Joe is about to purchase a few new company vehicles and needs to insure them. He hops online and begins shopping around. He provides the insurance company with his DBA name - "Hero Plumbing" - and his home address. The insurance company is unable to positively identify that this is actually Joe Smith who also owns Joe Smith Plumbing LLC.

Without this information, the purchase process comes to a halt. Providers are unable to provide Joe with the personalized experience and insurance products because they lack facts and insights on him and his company. Until they figure it out, the buying process comes to a screeching halt and Joe moves onto the next insurance provider.





### PRINCIPLE 3

# Move Fast.

Small business leaders move rapidly. They expect providers to keep pace.

Small business leaders have a lot on their plate. Without a chorus of committee members influencing each decision, they are often making choices quickly and independently. They seek partners who can serve them just as quickly.

From credit to coverage to capital to computers, if their needs can't be met quickly, they'll move onto the next provider so they can keep their business, contracts and projects moving forward. In the age when consumers can get a sandwich delivered in less than an hour, waiting days just to be identified can be perceived as not only annoying, but concerning.

Moving swiftly at the beginning of a relationship to serve them up a seamless experience and the proper products also sets the expectation that you are a partner that can keep up with the speed at which they do business.

**74%**

of business insurance applicants want coverage to start within a week.

**49%**

of business buyers want coverage to start that day.

Source: <https://www.nextinsurance.com/blog/small-business-insurance-report/>



## PRINCIPLE 4

# Go Deeper.

Simple firmographic data isn't enough when stakes are high.

Basic business data points are fine... if basic results are the goal. But when everyone in the industry is operating on the same set of data points, it's not a recipe for differentiation. Many B2B organizations are realizing that B2B2C linkage data can give them the competitive edge they are looking for.

Not only can they identify their audience, but more importantly, they can unlock predictive business, professional and everyday consumer insights that provide rich context. With a true 360° view of their prospects, teams can launch innovative initiatives whether it's personalized marketing and cross-sell strategies, sophisticated models or profitable product experiences.

Getting to the individual, not just account level is especially key since 81% of businesses have no employees. This means that those crucial business buying decisions are being made by a single individual with their own demographics, goals, motivations, and behaviors. One key to improving performance and results lies in looking at not only the organization but also the professionals driving it forward.

### Innovative Use Cases

- Personalization
- Sophisticated modeling
- Business insights
- Improved underwriting
- Cross-sell opportunities
- Product innovation

## IDENTIFY & UNDERSTAND

# Connection+ is Here.

Tap into the richest source of B2B2C linkage data.

Connection+ is the identity fuel that helps B2B brands accurately connect growing businesses to the people behind them, both as professionals and everyday people. Powered by AnalyticsIQ's two robust databases, PeopleCore and BusinessCore, brands can not only identify their audience in real-time, but they can also tap into predictive, contextual profiles on both businesses and the people making key buying decisions.

Interested in learning more and possibly conducting a match test?

Let's talk! Contact us at [sales@analyticsiq.com](mailto:sales@analyticsiq.com).

