



The 10 Commandments of **Buyer** **Enablement** **Content Strategy**

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**77% of B2B buyers stated that
their latest purchase was very
complex or difficult.**

**Piling on MORE
information and options
drives an 18% decrease
in purchase ease.**

**Is this tsunami of content
we've unleashed isn't making it easier
for our buyers to buy, but rather
making it harder?**

Buyers are left on their own to...

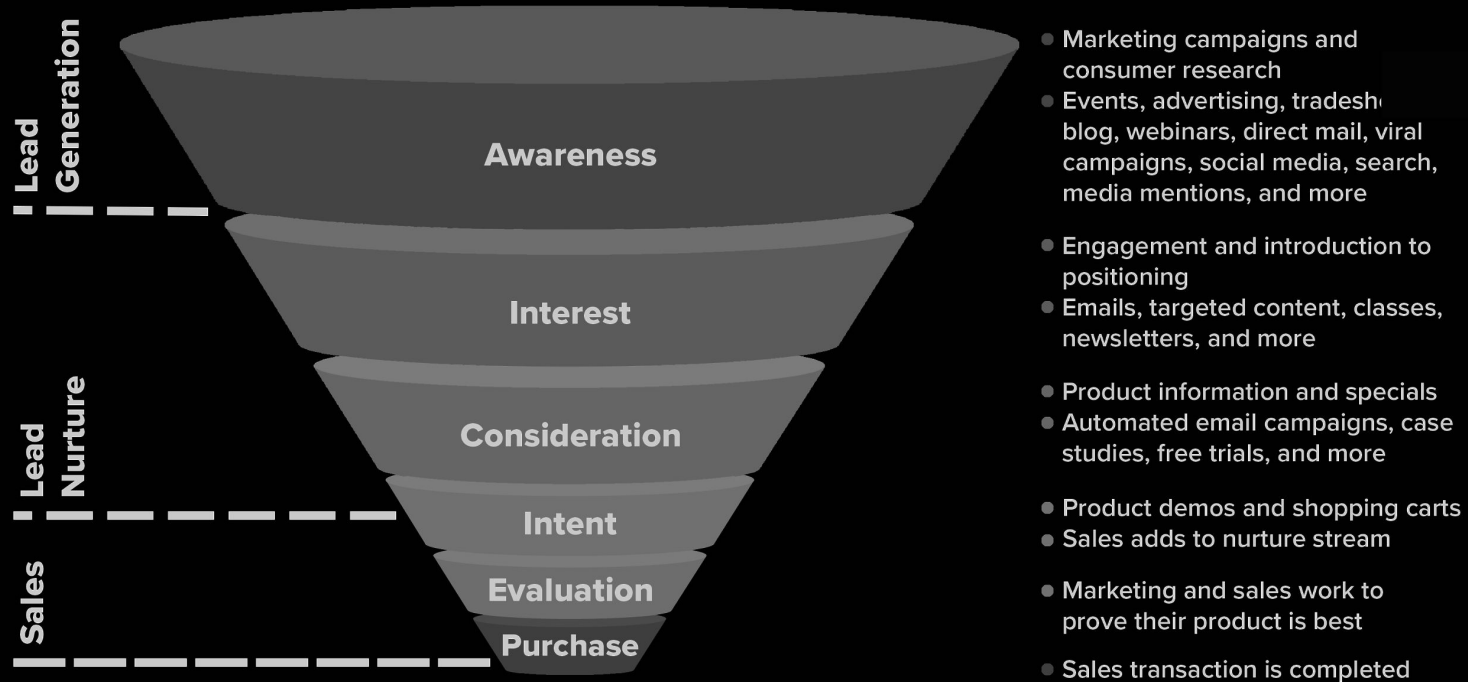
- Identify their problem
- Explore solutions
- Build requirements
- Create consensus
- Select a vendor
- ...then validate all of the above!

What is **Buyer Enablement Content Strategy**?

Qualitative buyer research-based **tools and resources** that empower buyers to efficiently **navigate the end-to-end buying process** and make the best purchase decision.

**#1. Thou shalt not
confuse the funnel for
the **real** buying
process.**

What marketing thinks the buying process is...



What sales thinks the buying process is...

“Geez, it’s super complicated. It definitely does NOT follow the same path with each customer.”

“We don't have a formula yet, it's in never-ending fluctuation and shifts all the time.”

“Depending on the product or service that you're selling, it might vary wildly from organization to organization.”

“And to be honest most marketers don't realize how much it actually changes.”

What the buying process **actually** feels like



**#2. Thou shalt get to
know the **real** buying
process.**

**#3. Thou shalt not
create too much
irrelevant content (duh).**

33% of B2B buyers see
“too much irrelevant
content”
as a top pain point.

Your buyers are asking questions like...

- Why do we have to change anything?
- How will this change help us compete?
- What's the cost-benefit analysis?
- The total cost of ownership?
- The break-even point?
- What is the rollout plan?
- What are the KPIs?

**#4. Thou shalt create
content to help your
buyers **build a business
case.****

89% of B2B buyers
said that the top supplier
“provided content that made it
easier to **build a business case**
for the purchase and **show**
ROI”.

**#5. Thou shalt not
assume that every
content MQL is ready to
engage with sales.**

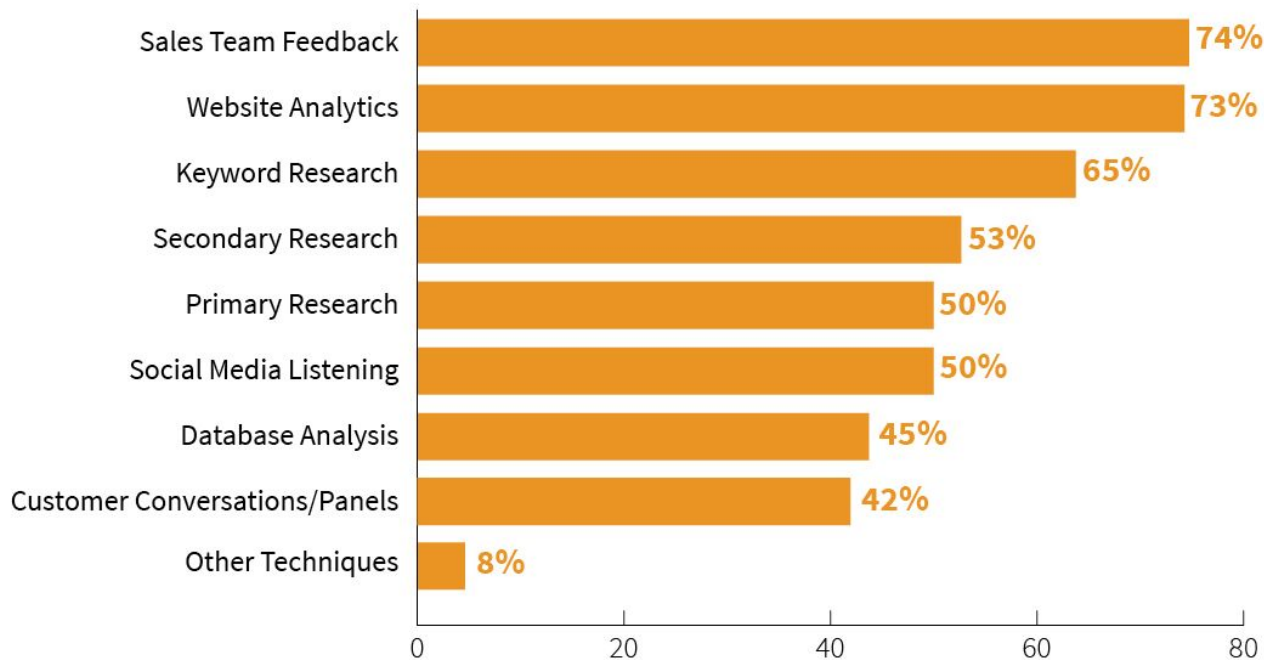
**B2B prospects can be
57% of the way through a
typical purchase process
before they engage with
sales.**

**#7. Thou shalt not
better-faster-stronger
your way to differentiation.**

#8. Thou shalt
***obsess* over how to**
make buying easier.

**#9. Thou shalt not leave all
the **buyer conversations** to
the sales team.**

Techniques B2B Marketers Use to Research Their Target Audience for Content Marketing (All Respondents)



Base: B2B content marketers whose organizations research target audiences. Aided list; multiple responses permitted.
2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

**#10. Thou shalt
regularly have
conversations with your
buyers.**

Buyer Enablement is for Closers

Ready to increase lead quality and
pipeline velocity?

- 8-week buyer enablement research and content strategy package
- For founders, CROs and VPs of Marketing or Sales at B2B SaaS scale-ups and start-ups

Learn more at

www.sarahmackinnonwrites.com

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BONUS

Which commandment
did I skip???

The first attendee to DM me on LinkedIn with the right answer will receive a **complimentary B2B buying audit, valued at \$5K CAD.**