

MOVE FROM B2B TO P2P (PEOPLE TO PEOPLE)

Evolve your messaging in 8 simple steps

Businesses don't buy or sell products or solutions. People do.

So while companies target businesses, their marketing and messaging need to focus on people. Here are 8 ways to humanize your content.

1. Use beer goggles

Look at messaging through the lens of, **if you and a prospective customer were having a chat over a beer, how would you talk?**

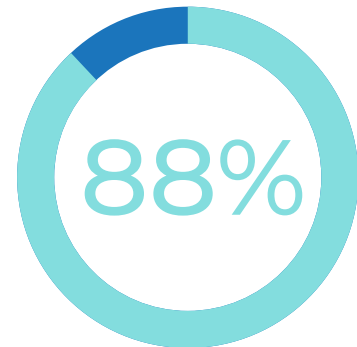
If you used (not "utilized") the language that most companies use (not "utilize") in white papers and data sheets, that would be a very awkward meeting. Think of your B2B marketing and messaging as in-person conversations. The simpler and more genuine the better. Lose the jargon, win the sale.

2. Message from the outside-in

Time for a little tough love. No one cares about your products or solutions. People want to solve *their* issues and benefit *their* businesses. Structure your messaging accordingly. Instead of "our amazing product does ABC to help you X", "achieve ABC with our amazing product." Always put prospect care-about's ahead of your offerings.

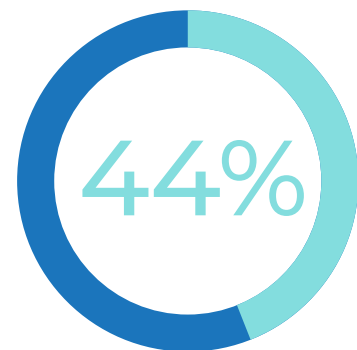
No one cares about your products or solutions. People want to solve *their* issues and benefit *their* businesses.

According to an American Express survey,



of office workers pretend to understand business jargon when in reality they don't.²

The Content Marketing Institute reports that



of B2B marketers prioritize their sales messages over their audience's needs.³

3. Say less

Some famous French guy said, “A designer knows they have achieved perfection not when there is nothing left to add, but when there is nothing left to take away.” This also applies to messaging. Bloated content clutters and conceals key messaging. Keep cutting copy until every single word remaining is essential.

4. Lose the obvious

To this point, avoid leading off with very obvious industry, economic or business basics. Your targets already know that “...in these times it’s essential to control costs, empower employees and increase efficiency...”. Too many marketers try to set the table with “insight” thinking it makes them look like insiders. The opposite is true. Start your conversations with the understanding that your business and your audience already know the world they live in.

5. Speak their language

Message how your audience talks. If you’re targeting tech people, for instance, speak tech. They use terms like SaaS, SD-WAN and APIs as plainly as they use the word “the.” So you need to as well. When you spell out commonly used acronyms and initialisms, you’re revealing that you don’t understand them as well as your audience does. The same thing applies when messaging to business decisionmakers. They know their KPIs like they know their ABCs.

6. F the grammar police

Today’s language is evolving by the post, chat and meme. If you’re stubbornly sticking to the grammatical lessons you learned in 6th grade, your messaging is going to come across as outdated. The 90s called. They want their complete sentences, indented paragraphs and soul patches back. Write like people today talk and communicate in their everyday lives. Short thoughts strung together. Yep. Even one-word sentences.

Keep cutting copy until every single word remaining is essential.

The 90s called. They want their complete sentences, indented paragraphs & soul patches back.

7. B2B doesn't mean boring to business

Your B2B brand can be professional, trusted, intelligent **AND** relaxed, colorful and humorous. "Fun" brands aren't just for B2C. In fact, B2B organizations with a strong brand outperform competitors with weak ones. Have the wisdom and courage to build a distinctive brand personality. Then let it shine in your marketing. You'll cut through the clutter of corporate sameness and connect with your audience on a more personal level. And that means more engagement and revenue.

8. Show don't tell

The only thing better than clearly and conversationally messaging your product or solution is – not messaging at all. So to speak. **Whenever possible, very simply demonstrate what your offering does.** This could happen in any number of ways ... infographics, videos, diagrams, interactive PDFs, etc. Showing what your offering does in a 30s explainer video is very powerful. Of course copy-driven assets are valuable, but always look for ways to communicate visually.

LET'S GET REAL

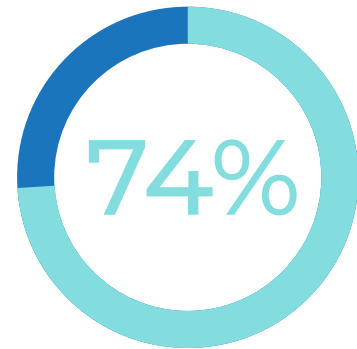


Need help de-corporatizing your messaging? We'd be happy to evaluate a few of your existing materials and point out ways you can add personality and clarity, while remaining professional and within brand guidelines.

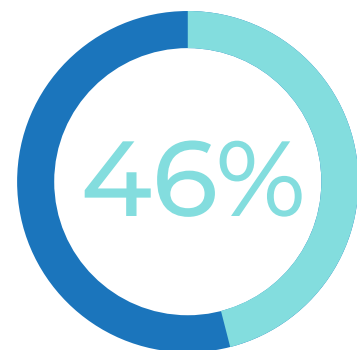
Schedule a quick meeting



B2B companies with strong branding show a



higher return on their brand marketing investment and hold a



larger market share than weaker brand.⁴

Sources

¹ "Why Building Trust Should Be the #1 Focus of B2B Marketers." Ellet, John. January 25, 2024. Forbes.

² "Ever Eaten a Reality Sandwich or Actually Put Your Ducks in a Row?" McLaughlin, John. June 15, 2017. Business Wire.

³ "B2B Content Marketing Statistics." Hudgens, Ross. May 1, 2024. Sage Media.

⁴ "The Immutable Power of B2B Branding." Moncure, David. December 19, 2023. Forbes.