

A woman with glasses is smiling while working on a laptop. She is in a warehouse or office setting with many cardboard boxes stacked in the background. The image has a blue tint.

COVID-19 Changed Your B2B Customers

How to Thrive in the Digital-First Sales Environment

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Accelerated by COVID-19

Your Buyers Got Used
to Researching and
Buying Online –
and **They Prefer it.**

70%

Will buy new
items in excess
of \$50,000

It's not just small
items or reorders
anymore.

27%

will buy in
excess of
\$500,000

B2B E-commerce is a Huge Opportunity

\$1.39 trillion

sales on U.S. B2B e-commerce
websites in 2020 – a 10%
increase.

Overall B2B U.S. sales decreased 2.6%

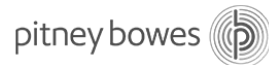


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Smart growth through digital
marketing strategy and activation

Better Online Experiences

For 20+ years, we've helped clients modernize and maximize their digital strategy to create better online experiences.



UTTERMOST



Cuisinart



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Today's Agenda

- COVID-19 Changed B2B Buyer Behavior
- Maximize the B2B Digital Opportunity
- Give B2B Buyers the Best Online Experience

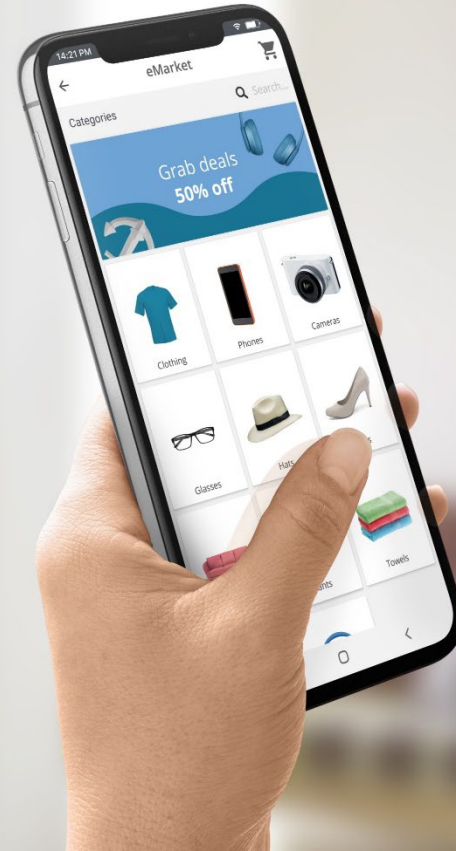
Buyer Preference Continuously Evolves



B2C Has Set the Bar for B2B

- Easy and Enjoyable
- Convenient, 24/7, and Fast
- Instant Gratification
- Personal and Relevant
- Guided by AI (recommendations)
- Transparent

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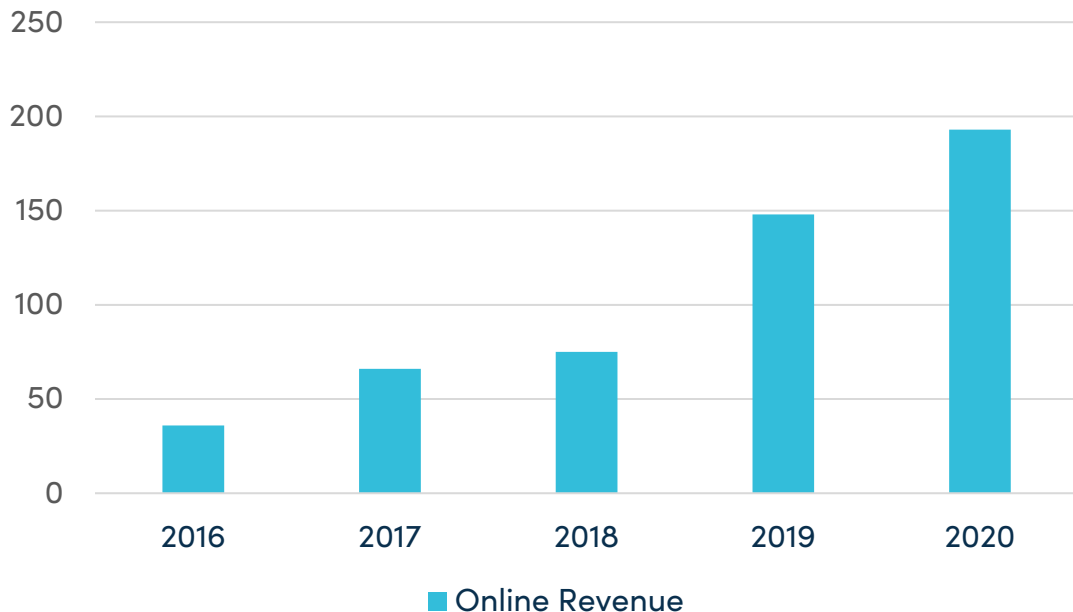
Each Year, Online Buying Preference Grew

436%

Online revenue in five years

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WOW B2B Portfolio Sample



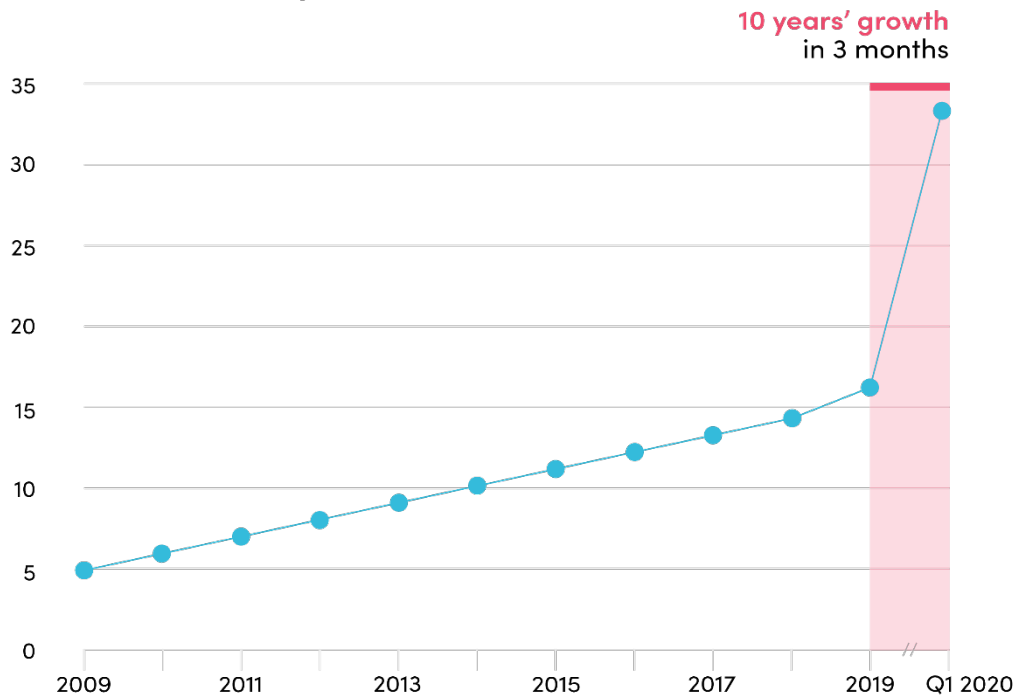
The pandemic just put that
whole scenario on steroids.

E-commerce Acceleration

In just three months, e-commerce penetration in the U.S. market grew more quickly than it had in the last ten years combined.

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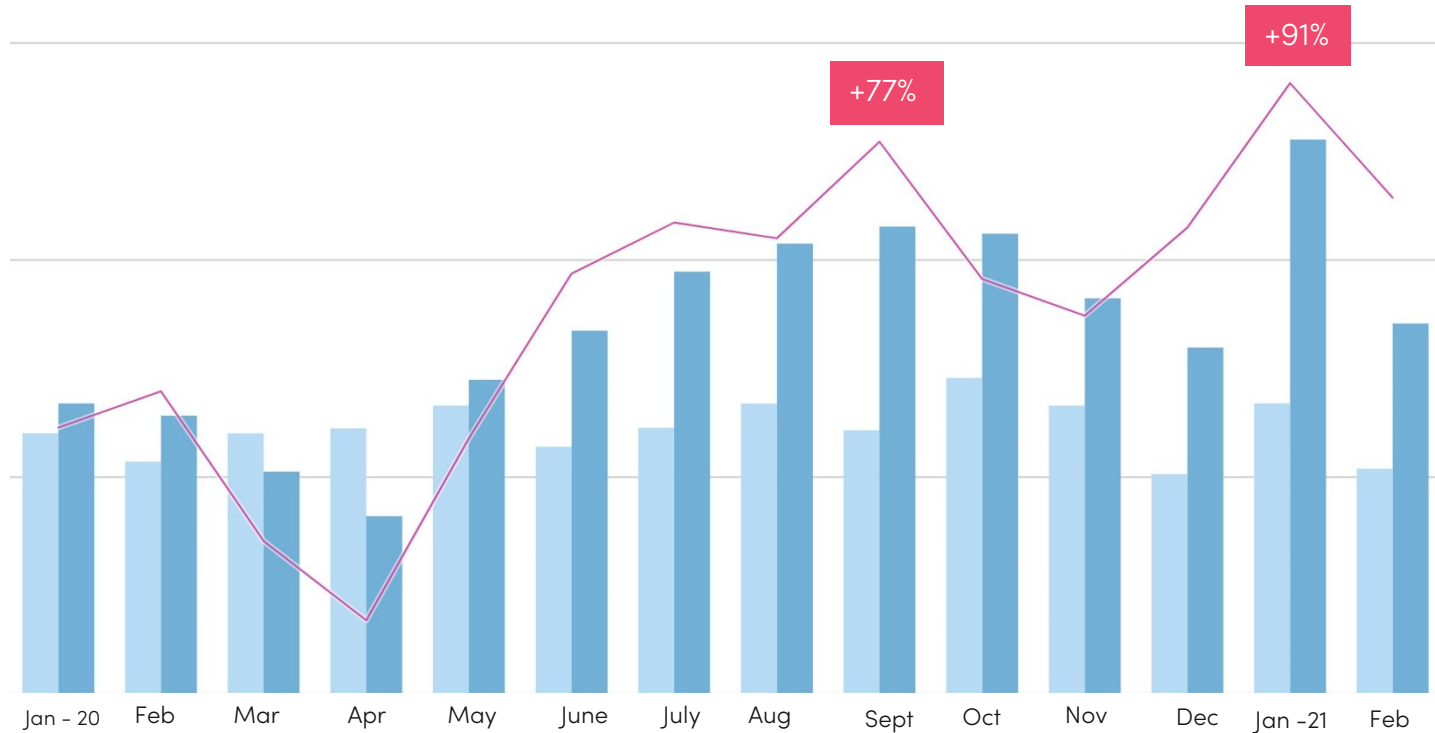
US e-commerce penetration, %



Source: McKinsey & Company

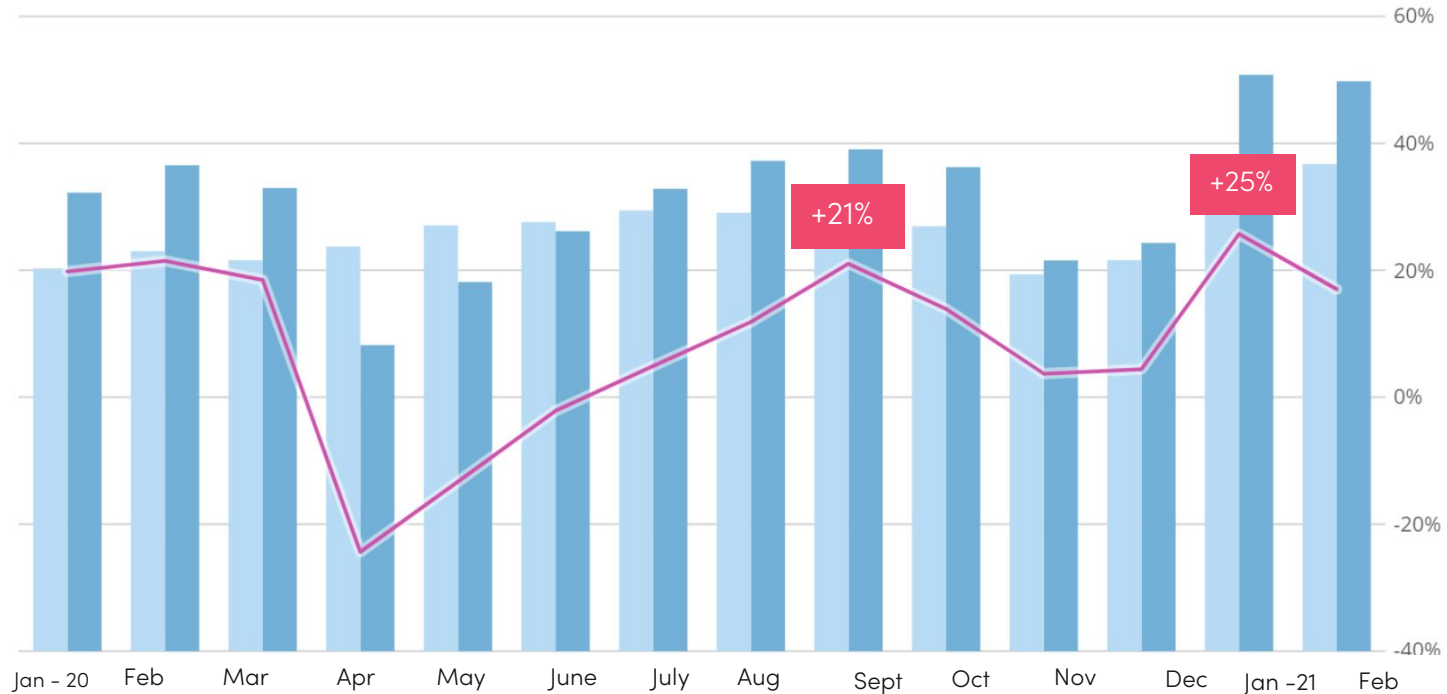
24/7 Online Revenue Disrupts Buying Cycles

WOW B2B Client Sample - Online Revenue



24/7 Online Revenue Disrupts Buying Cycles

WOW B2B Client Sample - AOV



A woman with long dark hair, wearing a striped shirt and a light-colored jacket, is standing in a workshop or studio. She is looking down at a tablet computer she is holding. The background is filled with various objects, including shelves with vases, a large wooden table, and a hanging light fixture. The entire image has a dark blue overlay.

80%

of B2B buyers expect to do
more business purchasing online
in the post-pandemic era.

– Forrester

Why?

- Safe and Contactless
- Reduces Travel Costs
- On Their Own Time
- **It Worked**

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Optimism and Opportunity

- Holiday sales broke records
- Desire for normalcy
- Stimulus spending
- Economists project growth
- Optimism is growing

“**Household emotions** likely played into holiday economic decisions, as consumers wanting to offset the anxiety and stress experienced during 2020.”

– National Retail Federation Chief Economist Jack Kleinhenz

Maximize the Digital Opportunity to Future-Proof Your Business

Digital Opportunity is Endless

73%

of customers use multiple
channels during their shopping
journey

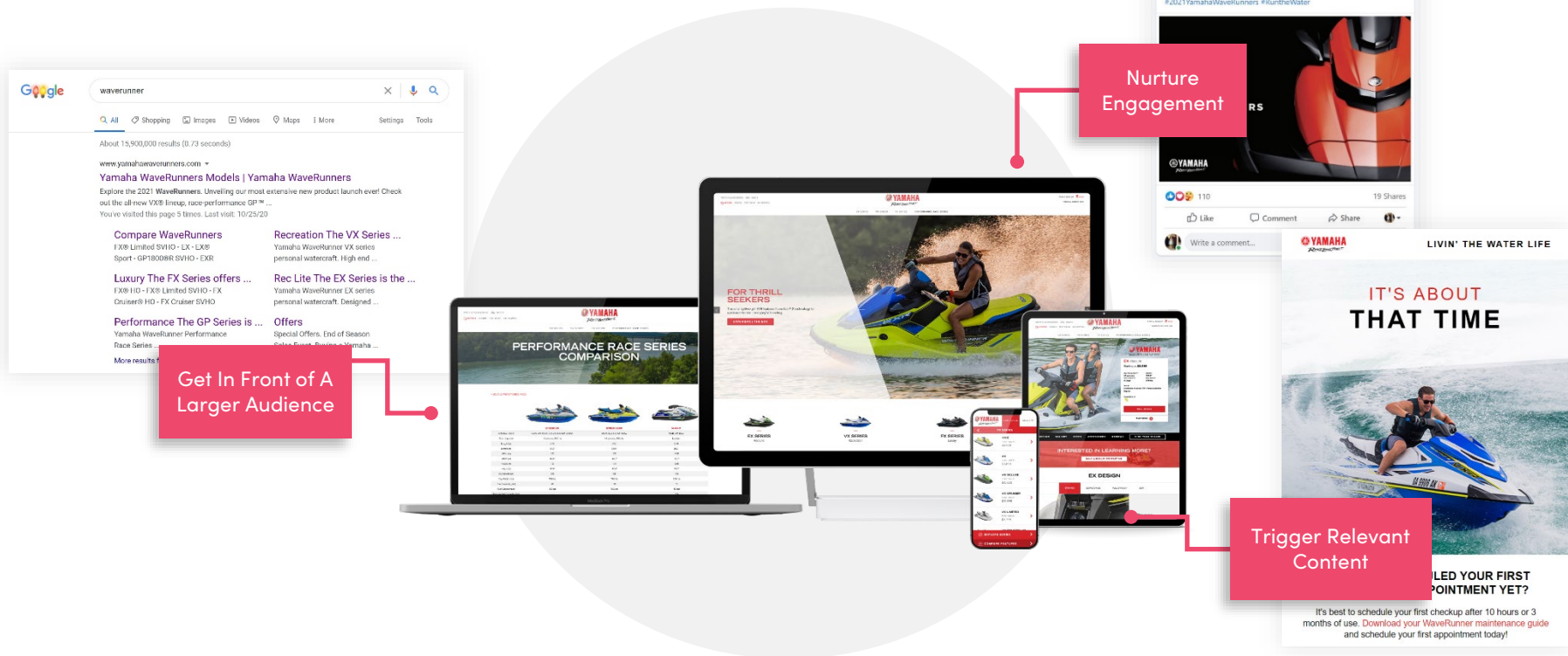
- each channel is an opportunity to
acquire new customers, deepen the
relationship, and drive revenue.

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Integrated, Multi Channel Digital Strategy

Drives Consistent Performance, Traffic, and Revenue



287%

Higher purchase rate of
omni channel campaigns.

A Smart
Digital Strategy
Drives Meaningful
Results and Revenue

89%

customer retention for
companies who
optimize a multi channel
engagement strategy.

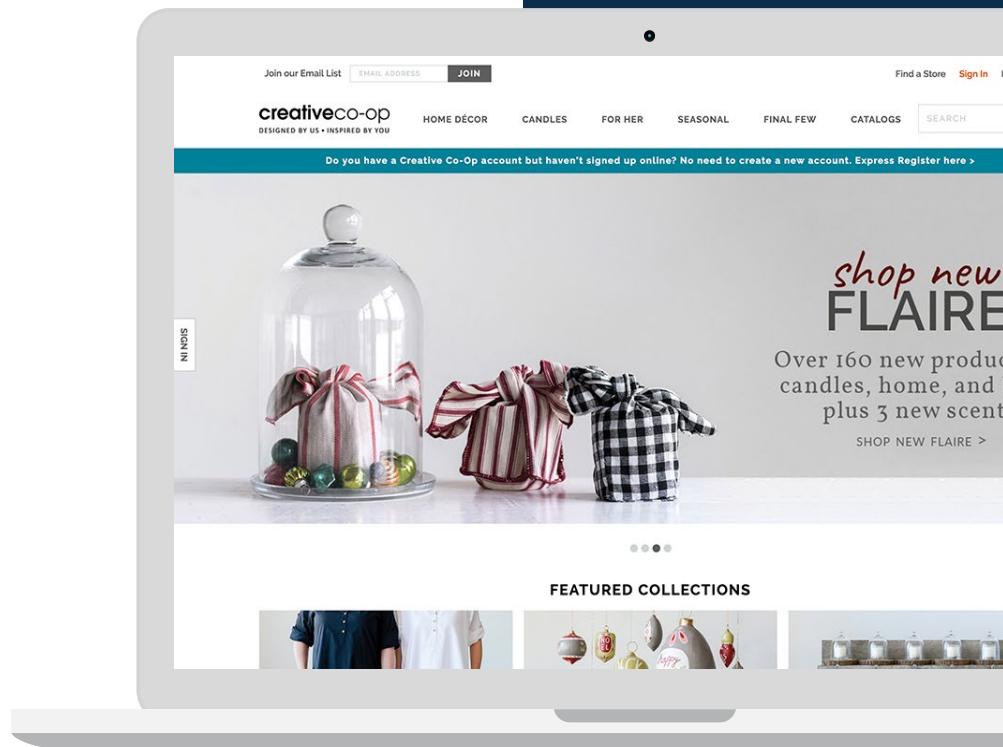
More than 3 out of 4 people said their latest B2B purchase journey was **very complicated**.

– Gartner's Buyer Enablement Survey

How Do You Give B2B Buyers the Best Online Experience?

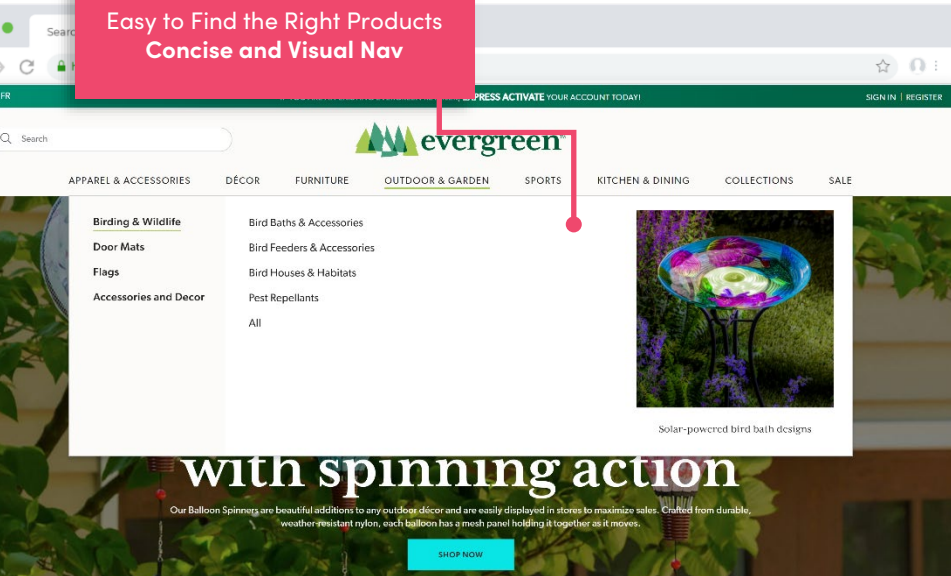
What Makes A Great Online Experience?

- Easy – simplifies discovery and purchase
- Engaging – deepens interactions
- Sticky – creates a go-to relationship
- Personal – anticipates and delivers
- Integrated – consistent and logical

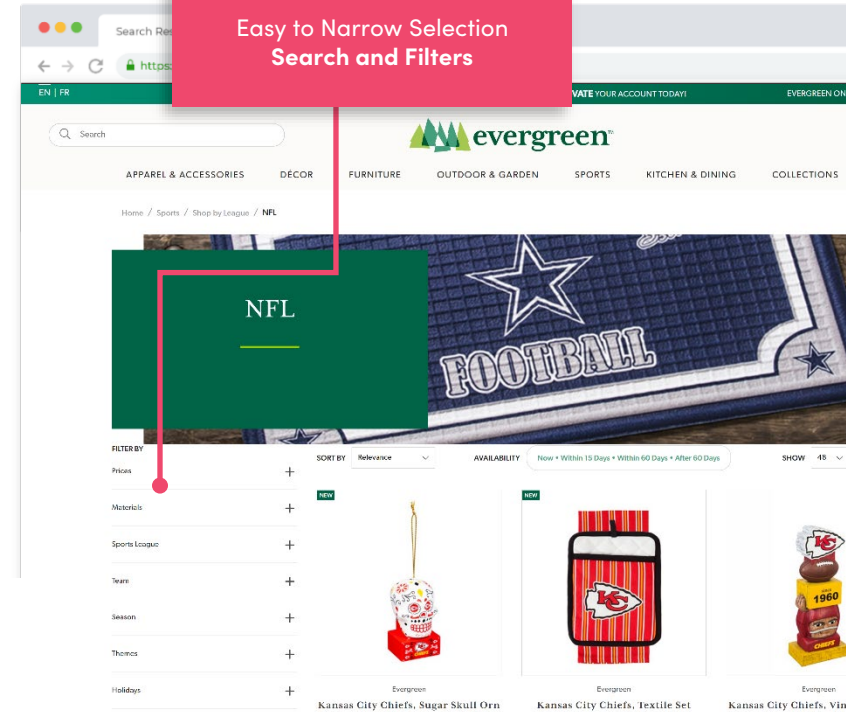


Easy to Find Products and Information

Easy to Find the Right Products
Concise and Visual Nav

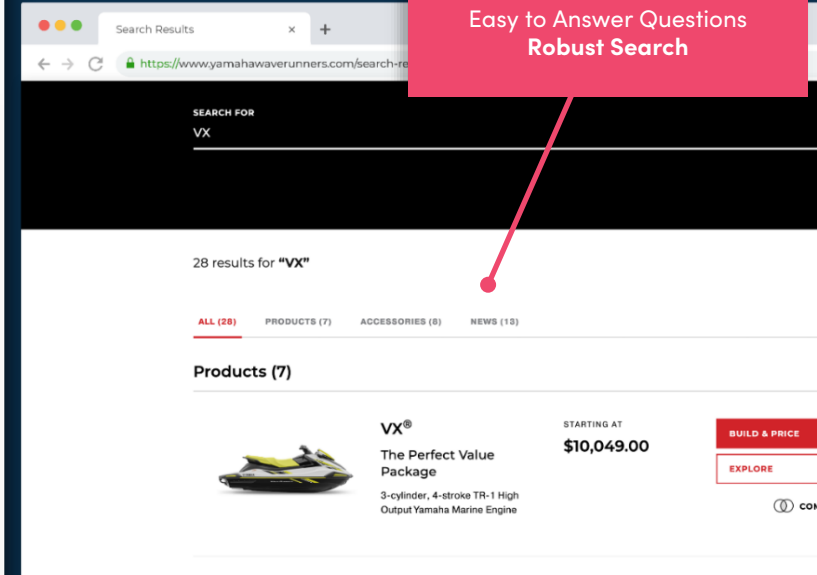
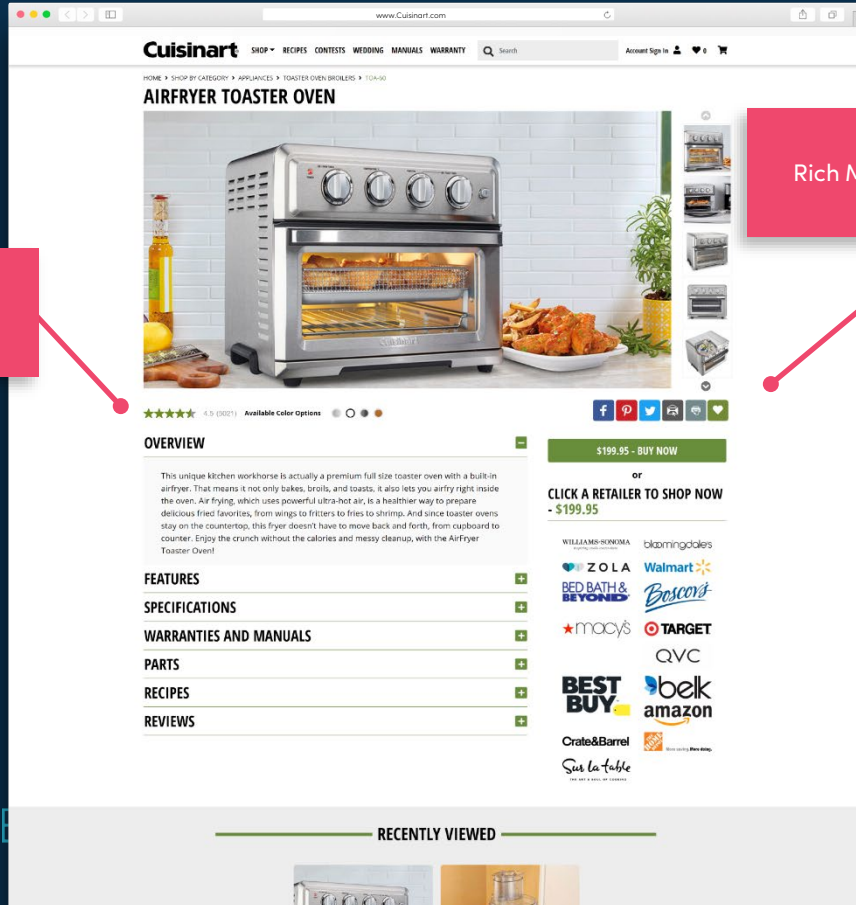


Easy to Narrow Selection
Search and Filters



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Engaging – Answers Questions and Deepens Interactions



Sticky – Become the Go-To

The screenshot shows a web dashboard for a user named Bobby Dignone. The dashboard is divided into several sections:

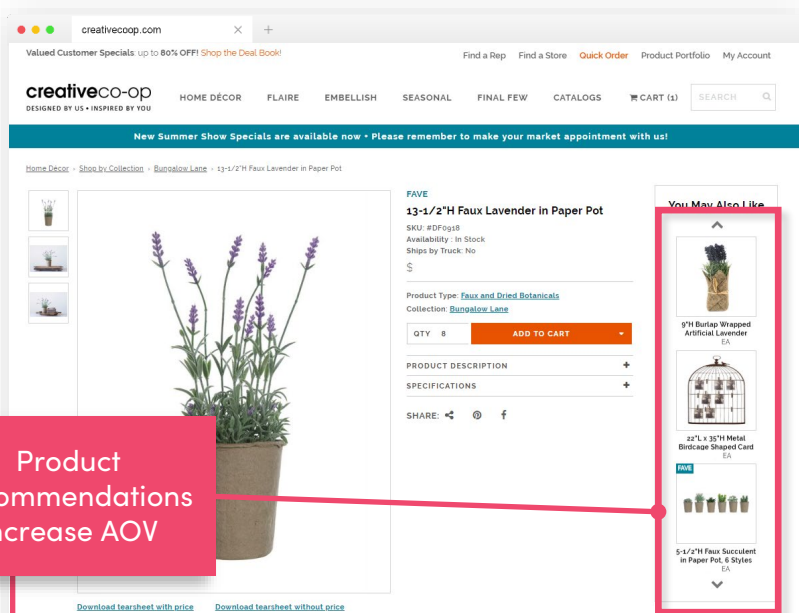
- Left Sidebar:** Contains navigation links such as "My dashboard", "Account settings", "Manage users", "Order history", "Address book", "Pay invoices", "Favorites", "Reorder", "Resources & forms", and "Need help?".
- My Dashboard:** Displays account information including "Retailer ID", "Account #", "Business type", "YTD order total", and "Last year order total".
- Hand Selected for You:** A section titled "Recommended Products" featuring four product cards. Each card includes a product image, a heart icon, a "New" badge, a "Bestseller" badge, and a "Shop Now" button. The products are: "Product Name Goes Here And May Span Multiple Lines" (SKU#123456789), "Product Name Goes Here And May Span Multiple Lines" (SKU#123456789), "Product Name Goes Here And May Span Multiple Lines" (SKU#123456789), and "Product Name Goes Here And May Span Multiple Lines" (SKU#123456789).
- Order history:** A table showing a list of orders with columns for Type, Order #, P.O. #, Order date, Order total, and Status.

Three callout boxes highlight specific features:

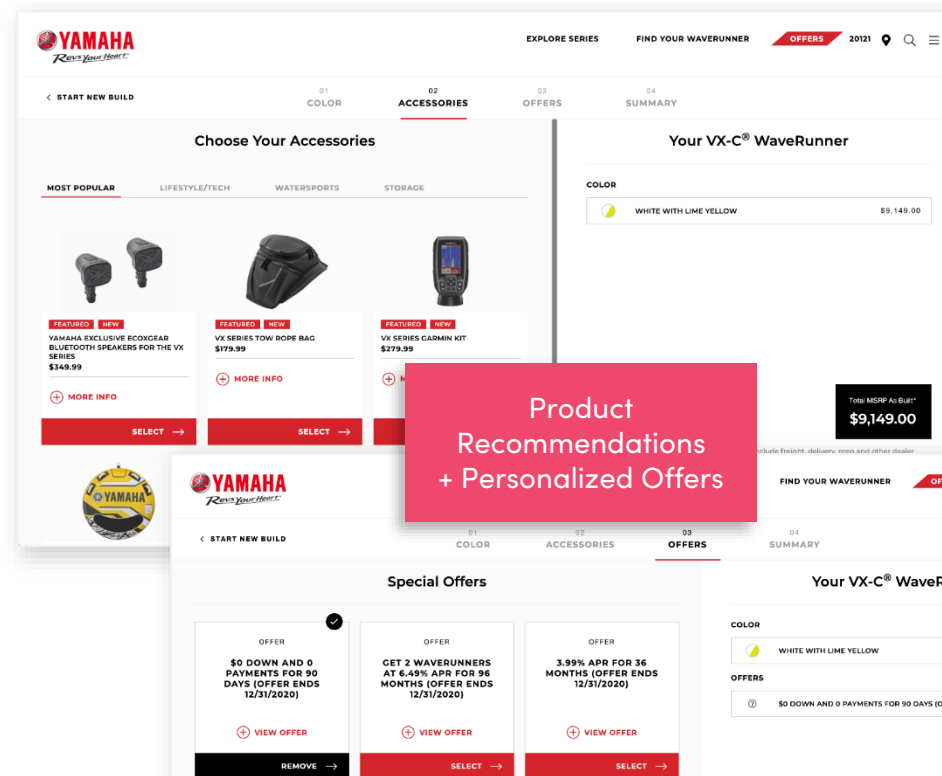
- Quick Reorder:** Points to the "Reorder" link in the left sidebar.
- Order History:** Points to the "Order history" link in the left sidebar.
- Recommended Products:** Points to the "Recommended Products" section.

Type	Order #	P.O. #	Order date	Order total	Status
Invoice	388431	089853	02/16/2020	\$49.42	Shipped
Order	388431	089853	02/16/2020	\$49.42	In progress
Invoice	388431	089853	02/16/2020	\$49.42	Shipped
Invoice	388431	089853	02/16/2020	\$49.42	In progress

Personal – Anticipates and Delivers



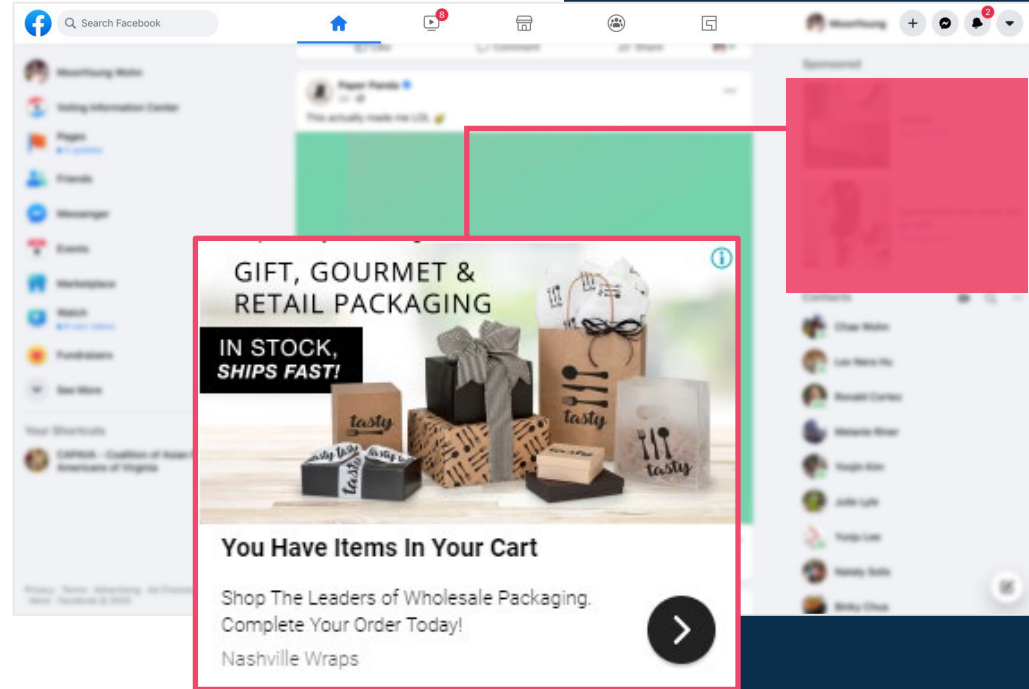
Product Recommendations Increase AOV



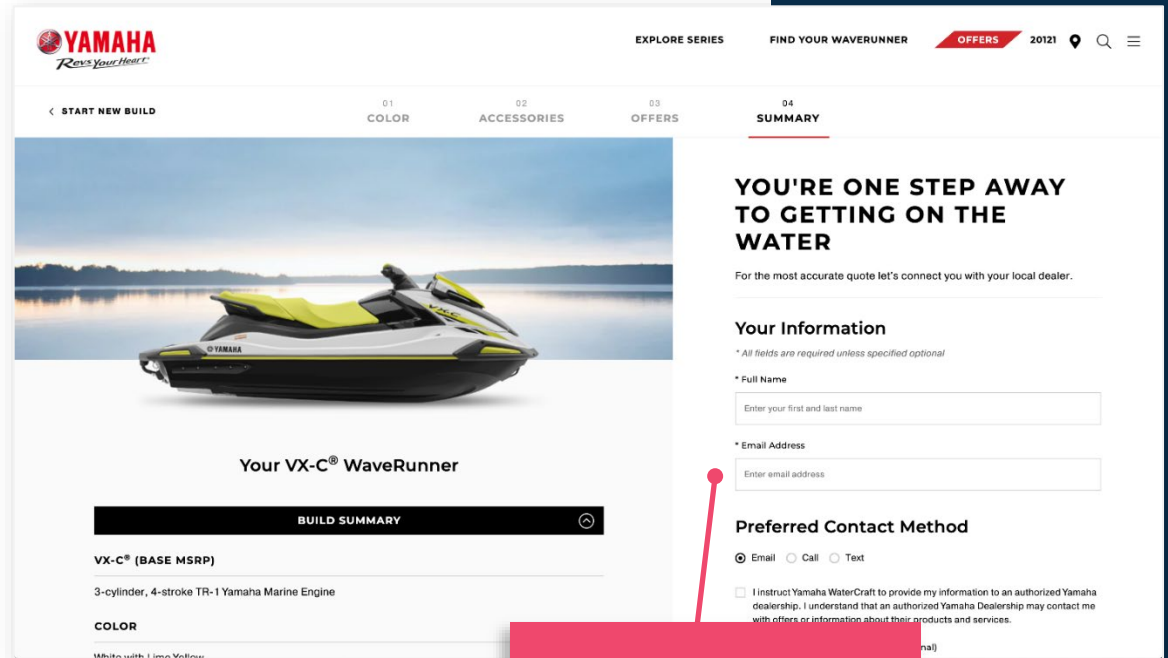
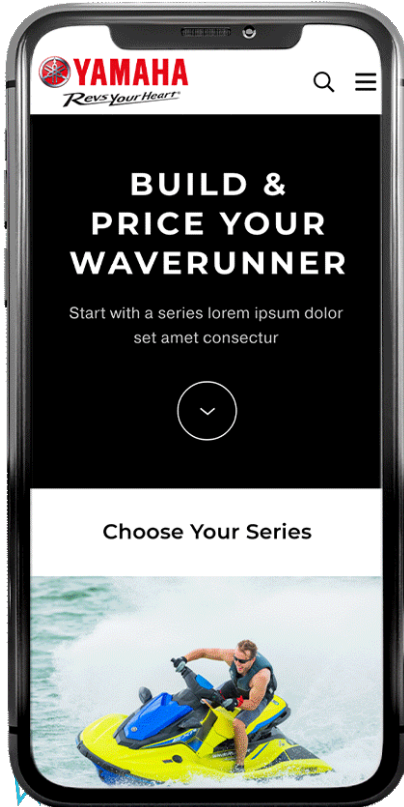
Product Recommendations + Personalized Offers

Consistent – Integrated Across Channels

- Data-driven
- Complimentary
- Deepens Engagement
- Guides the Next Conversion



Integrated Across Channels



Custom Quote Emailed to
User's Local Dealer

Better UX Quick Wins

- Reduce friction

Secret Shop your website and campaigns

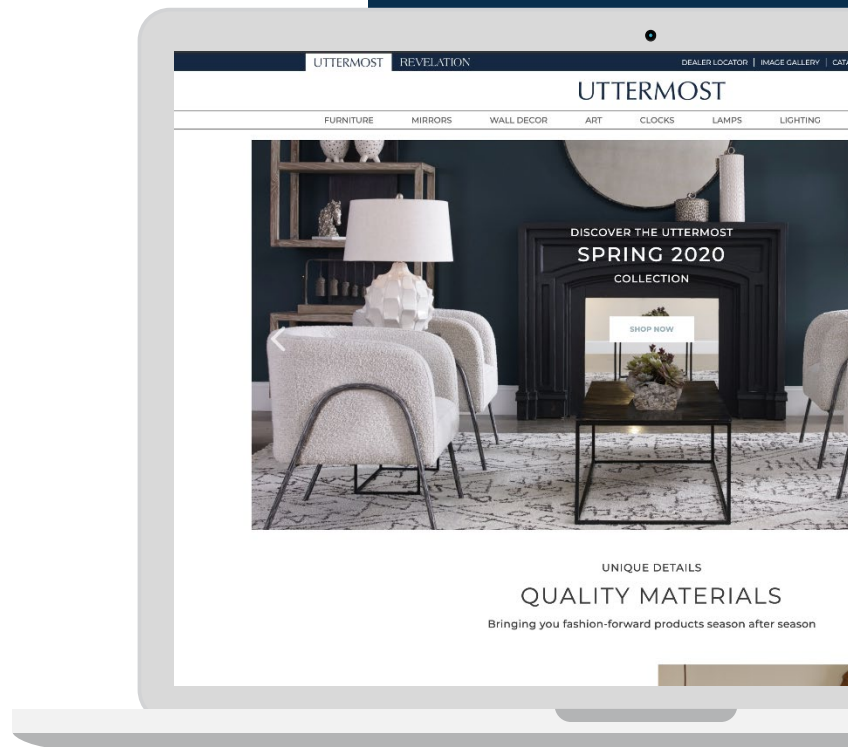
- Review your data

What's working?

How can you get more personal?

- Experiment

Run tests to gain insights and optimizations



Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922



We Can Help You Maximize Your Digital Strategy

and make the growing MarTech landscape less confusing

2017
5,381 solutions

2016
3,674 solutions

2015
1,876 solutions



We'll Build a Custom Digital Strategy To Help You:

- Reach your 2021 growth goals
- Set a go-to-market strategy for 2021
- Get more customers, keep them, and grow them
- Kickstart your digital transformation
- Improve website/integrated marketing performance
- Fix problems and implement efficiencies

Tied to measurable KPIs and meaningful business outcomes

“What this team has shown is nothing short of spectacular. A **true partner** and not just an “agency”.

– MIKE MCNULTY

Senior E-Commerce Marketing Manager, Cuisinart

Thank you!

Reach out to speak to an expert about **improving your digital strategy**.

CONTACT US

14399 Penrose Pl #450, Chantilly, VA 20151

(703) 889-1211

jharris@whereoware.com

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JOE HARRIS

Chief Revenue Officer

jharris@whereoware.com