

Building an emotional connection in B2B



Five things to evoke emotion

01 Research and consideration

Forging an emotional connection with B2B buyers requires a solid grasp of your customer persona, and the main issues and pain points they face. There is no short-cut to this.

Don't fall into the trap of speaking to businesses rather than the individual - focus on emotional appeals over rational aspects.

02 Recognise your emotional value

Emotion matters for one key reason, B2B consumers have a lot at stake, and when it comes to decision making, there is often thousands and thousands of company pounds on the line.

It's extremely important to recognise the emotional and personal risks your customers are taking by investing in your products or services.

Get this right and you'll be able to create a strategy that consistently proves your value.



03 The power of emotion

Attention is a limited resource, we don't have enough neural capacity to pay attention to all that surrounds us. This means that 'always on' methods of communications are simply contributing to the problem.

Humans don't have time to process that volume of information, instead we use subconscious signals (feelings and thoughts) to alert us to pay attention.



04 Path to emotional success Start small and build on

Emotional appeals in B2B marketing do present risks. Overplaying the emotional appeal can backfire and feel like manipulation in the eyes of your customer, which will erode the sense of trust and reliability you are trying to create.

Get the right balance though, and you're on the path to creating content that your customers will actively seek out, establishing you as a complete authority in what you do.

05 Bring emotion throughout the buyer journey

1. The emotional brain regularly overrules the rational brain, we like to think that we make decisions rationally but the actuality is our emotions play a way more significant role in the outcome.

2. It's hard for buyers across different industries to see a significant difference between brands when it comes to business value. Instead they make purchasing decisions through emotion.

3. High stakes equal high emotion. If consumers make a bad decision the consequences are usually resolvable but in B2B, the riskier the decision, the more we rely on our emotions to make it.



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