

Digital Channels are Key Factors for Millennials Making B2B Purchases

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A new [survey](#) by **Sacunas** reveals 73 percent of millennials are involved in some aspect of purchasing decisions at their B2B companies and at one-third of companies, a millennial (ages 20 to 35) is the sole decision maker. As a result, B2B marketers need to understand what this shift means and begin to cater to this demographic.

What makes millennials different? **Digital** channels matter most: 56 percent of millennials report search engines, vendor websites and **social** media are the most important sources of information when researching new products.

The data shows the younger the millennial, the stronger the preference for **digital** channels. Significantly for professionals ages 20-24, 19 percent identify **social** media as the most important when researching a new tool. On the whole, 85 percent of millennials use **social** channels to research products and services for their company. **Facebook** is the preferred choice for 40 percent, the survey shows.

Businesses should also consider improving mobile efforts, as 82 percent of millennials consider mobile devices important in the research process.

Video is also preferred by 29 percent of millennial buyers, as opposed to more traditional **marketing** collateral of case studies, white papers and brochures. Having practical product information, such as training and demos (39 percent) and product news (29 percent), do well with millennials.

The survey analysis included about 1,400 employed millennials (ages 20-35).

“Our findings contradict the traditional belief that social media is a secondary influencer on purchasing decisions for B2B **brands**,” said Director of Research and Strategy **Heather Wadlinger**. “We’ve confirmed that not only do millennials turn to **social** media for information about B2B **brands**, but they overwhelmingly prefer **Facebook** and **YouTube** to other **social** platforms like **LinkedIn**.”

MOBILE IS KEY CHANNEL FOR MILLENNIAL B2B BUYERS

Nearly half of respondents in a March 2015 [survey](#) of B2B researchers by **Millward Brown Digital** and **Google** said they use their mobile device to do product research at work. About 91 percent of them use smartphones throughout the path to purchase.

The survey also found an increasing involvement of millennials in the business buying decisions. Approximately 46 percent of potential B2B buyers in 2014 were millennials, up from 27 percent two years prior.

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