

INSIGHTS FROM THE EXPERTS

What consumer marketing knows that B2B forgot.

Amanda Hill spent years building global consumer brands before turning her attention to B2B. What she found was six assumptions that don't hold up under scrutiny.



"Having spent decades in the high-octane world of consumer marketing, I've learned to be skeptical of tidy rules about what 'works'."

AMANDA HILL
Collective Strategist
Brand & Customer Experience

1.

THE ASSUMPTION
B2B BUYERS ARE PRIMARILY RATIONAL ACTORS.

THE REALITY

Buyers are human first.
Data justifies the decision
– emotion makes it.



95%

of purchase decision-making happens in the subconscious, before logic ever gets a vote.

Gerald Zaltman – Professor, Harvard Business School

2.

THE ASSUMPTION
CREATIVITY DOESN'T REALLY WORK WELL IN B2B.

THE REALITY

The real risk isn't bold creative.
It's being forgettable.



"B2B brands power much of the world's economy, and creativity is an economic multiplier."

Kevin Frank – Former Executive Creative Director, LinkedIn

3.

THE ASSUMPTION
COMPLEX BUYING COMMITTEES ARE OBSTACLES TO CLOSING THE DEAL.

THE REALITY

Complexity, guided well,
builds more champions
in the room.



2.6x

more likely a confident buyer is to expand the relationship with that supplier.

Gartner – Elevating Marketing's Role in B2B Account Growth

4.

THE ASSUMPTION
B2B CUSTOMER EXPERIENCE CAN'T MATCH B2C.

THE REALITY

B2B buyers expect
consumer-grade speed,
ease, and transparency.



87%

of B2B buyers now identify new suppliers online, up from 78% before the pandemic.

Sana Commerce

5.

THE ASSUMPTION
SHORT-TERM TACTICS DELIVER BETTER ROI.

THE REALITY

Pipeline panic may feel
productive, but brand
patience is what compounds.



2x

the price premium a strong brand commands over weaker competitors.

Google & Kantar – The Effectiveness Equation, 2024

6.

THE ASSUMPTION
BRAND IS A NICE-TO-HAVE IN B2B.

THE REALITY

When a purchase can cost
someone their reputation,
brand is the risk-reducer.



85%

of decision-makers say they'll only shortlist vendors they already recognize and trust.

The Insight Collective – 2024 B2B Tech Buying Behavior Report

GET THE FULL PICTURE

Build the case for *challenging convention.*

Amanda Hill unpacks why each of these orthodoxies took hold, what the research really shows, and how to turn every one of them into a competitive advantage – in the full guide.

Interested in learning more?

READ THE FULL GUIDE

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