



מועדון
ארוחת הבוקר
של עוז

The New Rules & Roles of Global Marketing



Consumerize the customer journey

A magnifying glass with a green handle and a dark blue frame, positioned over the word 'Who'.

Who

Three green stars of varying sizes, with the largest star in the center and two smaller stars on either side.

Why

Two overlapping green speech bubbles, with the front bubble containing three dark blue dots.

How

The new B2B customers



Digital natives



**Who are you &
why you are so important
to our success?**

Digital natives include Gen Zers, Millennials & Zillennials.

| | Born | Ages |
|-------------|-----------|-------|
| Gen Z | 1997-2012 | 10-25 |
| Millennials | 1981-1996 | 26-41 |
| Gen X | 1965-1980 | 42-57 |
| Boomers II* | 1955-1964 | 58-67 |



For their entire lives, they've been surrounded by technology, social media, mobile devices, computers, and the internet.



<https://www.the-future-of-commerce.com/2022/05/05/digital-natives-definition-stats-marketing-strategies/>



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Millennials account

73%

of all B2B purchasing
decisions.



<https://www.sana-commerce.com/blog/the-new-b2b-customer/>

About
50% of all product researchers
are digital natives

Identifying the
problem

**Searching for
information**

Evaluating
alternatives

Purchase
decision

After the
purchase

Google – **47%**

Suppliers' websites – **37%**

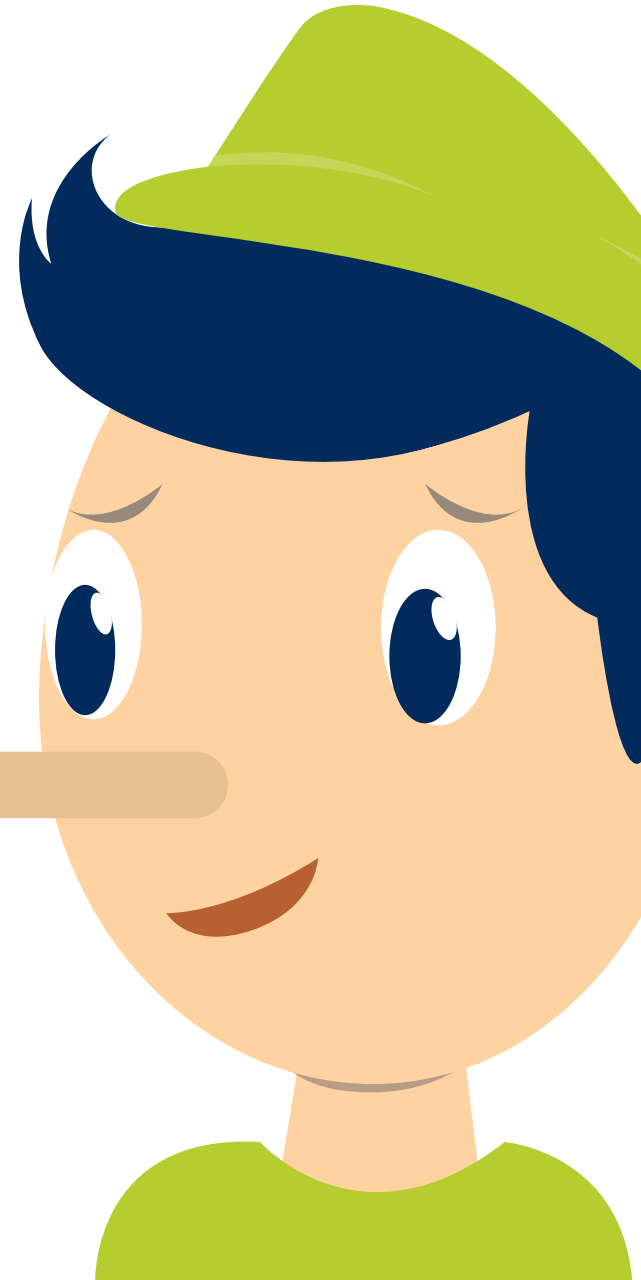
Customer reviews – **36%**

<https://www.the-future-of-commerce.com/2022/05/05/digital-natives-definition-stats-marketing-strategies/>



How to better engage with the digital natives?

Authenticity





Get

your executives
using (and be
comfortable with)
social media



Collect

and share user-
generated
content (UGC)
from real people



Go

live on social
media platforms



Promote

employee
advocacy

<https://www.the-future-of-commerce.com/2022/05/05/digital-natives-definition-stats-marketing-strategies/>

[ooooZ]



Consumerization



“As work and life flexibly intertwine, so must our approach to reaching our target users.”

MONA AKMAL

Falkon CEO & Co-founder



More than
80%



of B2B customers stated that they will look for a new supplier if their expectations in terms of customer service and user experience are not fulfilled.

<https://www.publitek.com/news/what-the-consumerization-of-b2b-marketing-means-for-deep-tech-brands/>

McKinsey & Co,
B2B brands score below

50% on customer experience index ratings on average, compared to **65 to 85%** for typical B2C brands.

Gartner,

77%

of (B2B) buyers report that their last purchase was very difficult or complex.

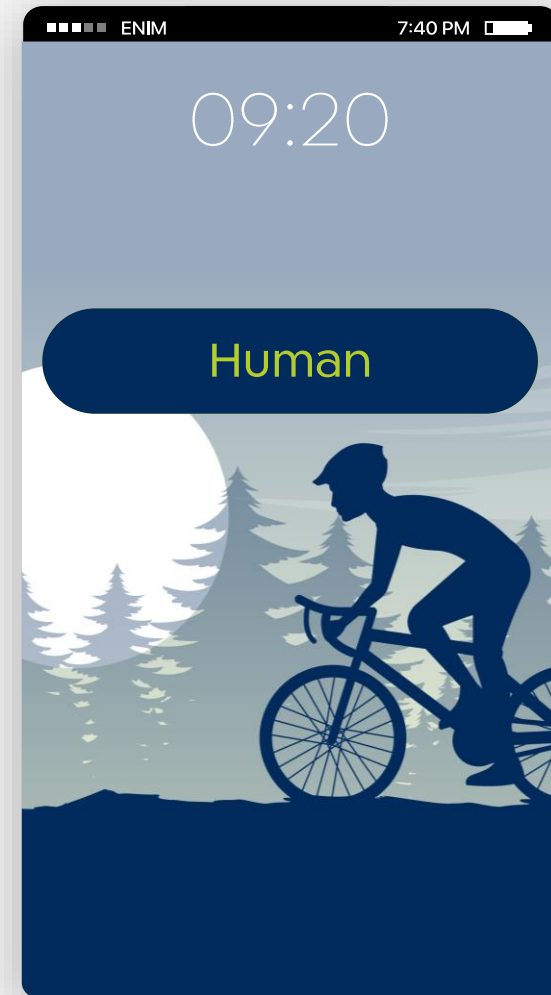
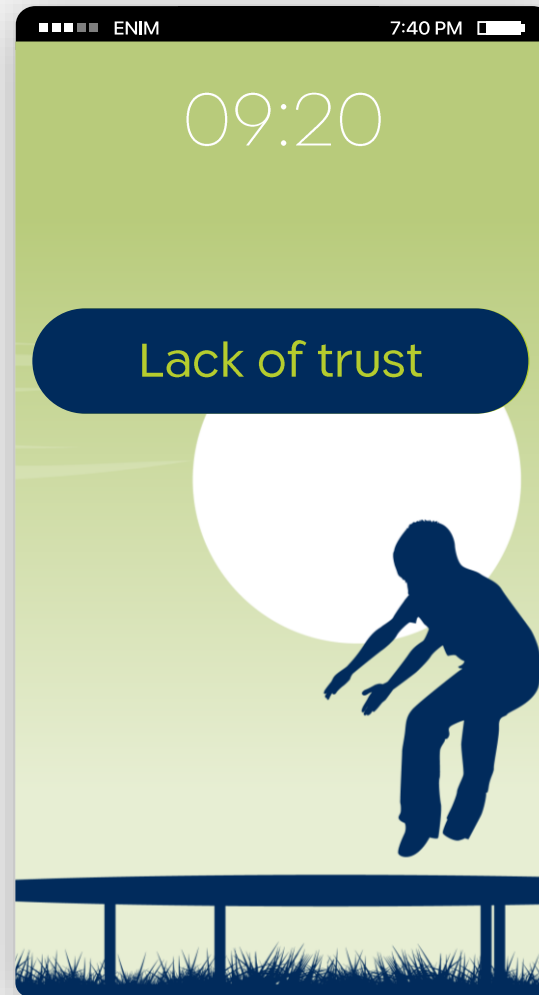
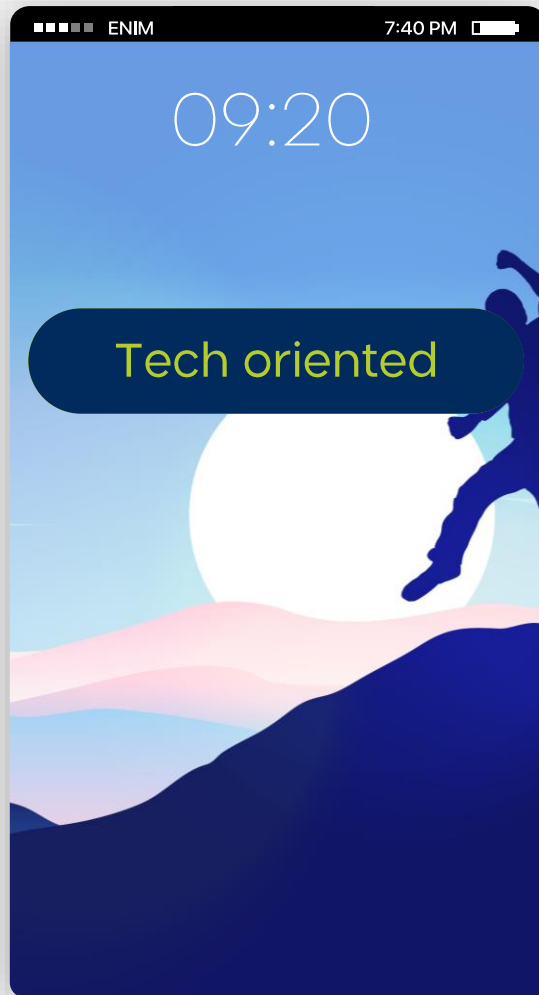
As CX improves in the consumer world, B2B buyer expectations will rise as well.

Mark Herten

amazon **NETFLIX** **Uber**

<https://www.publitek.com/news/what-the-consumerization-of-b2b-marketing-means-for-deep-tech-brands/>

The digital natives



B2C **H2H** **B2B**



Human to Human marketing

