



BUILD A BETTER MOUSETRAP

**MAKE YOUR B2B WEBSITE
A DEMAND GEN ENGINE**

**“IF A MAN CAN WRITE A BETTER BOOK,
PREACH A BETTER SERMON OR MAKE A BETTER
MOUSETRAP THAN HIS NEIGHBOR, THOUGH HE
BUILDS HIS HOUSE IN THE WOODS, THE WORLD
WILL MAKE A BEATEN PATH TO HIS DOOR.”**

— RALPH WALDO EMERSON

That’s what we all want, right? Customers beating a path to our doors to buy our products. We all want to build the “better mousetrap” that everyone is itching to get their hands on.


But here’s a problem: As marketers, how do we build a better product when we’re not in control of the product? B2B marketers are tasked with removing friction and challenges that naturally occur in the extended sales cycle and complicated buying

processes of B2B selling. Digital buying behaviors are on the rise across every generation, and recent **research** with today’s B2B millennial buyers shows that 88% of respondents agree that with all other things being equal, an excellent digital buying experience was extremely or very important when it comes to vendor selection. What does this mean? It means your website can make or break their decision when it comes to whom they’ll give their business to.

Now more than ever, your website is the cornerstone of a buyer's interaction with your company, and making your website work better for you is something you have within your control.

So how can you make it work better? Where do you start and what exactly should be improved? To fire up your imagination, let's review an analogy everyone can relate to: the common, yet irreducibly complex mousetrap.

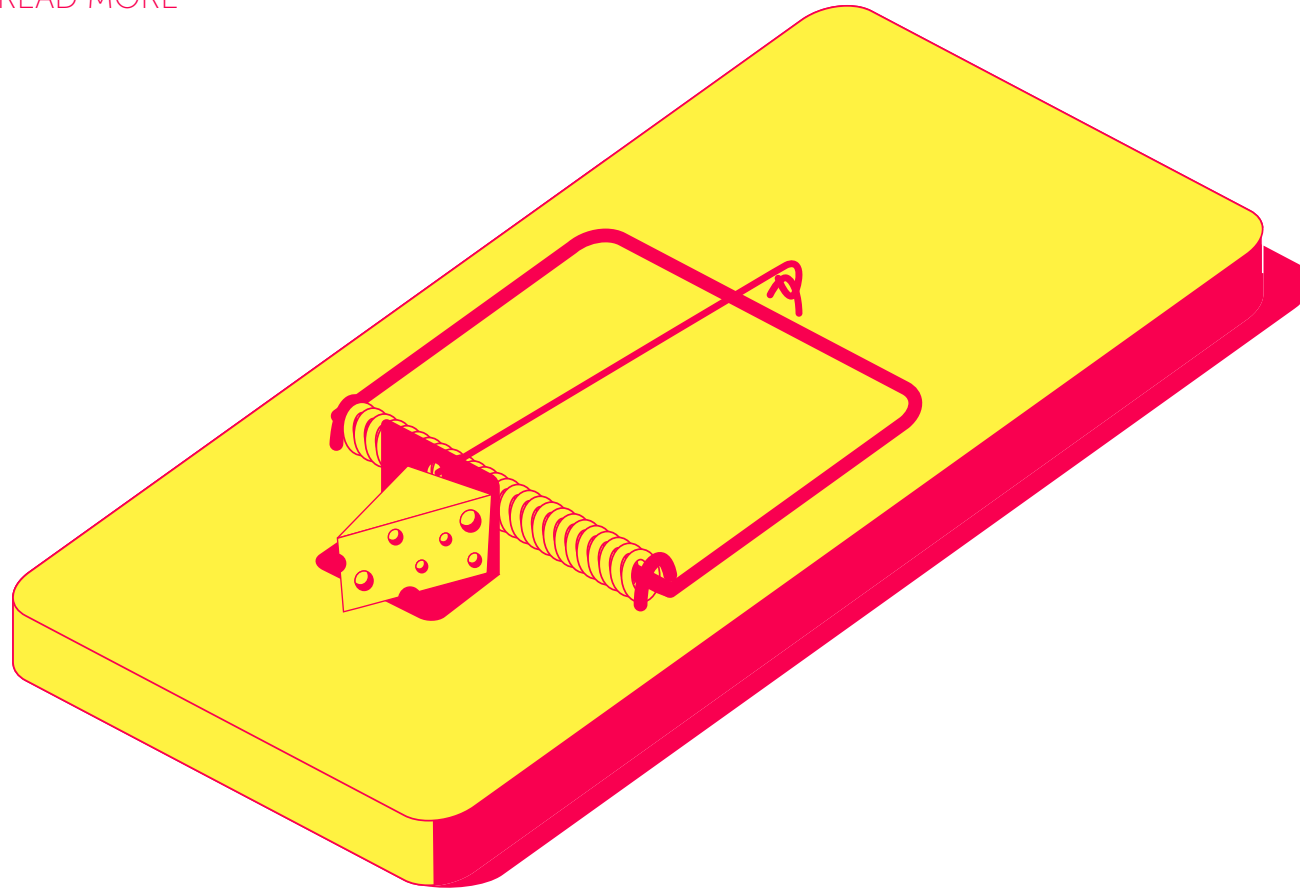
Just like websites, you can get fancy add-ons or features to upgrade your ways of trapping a mouse, but there's a reason the original design is still so prevalent today. The traditional mousetrap is just six simple pieces that come together to make an effective design. But if any ONE of the components is removed, the trap won't function. It's a product made up of pieces that can seem deceptively simple in isolation, but need to work seamlessly together.

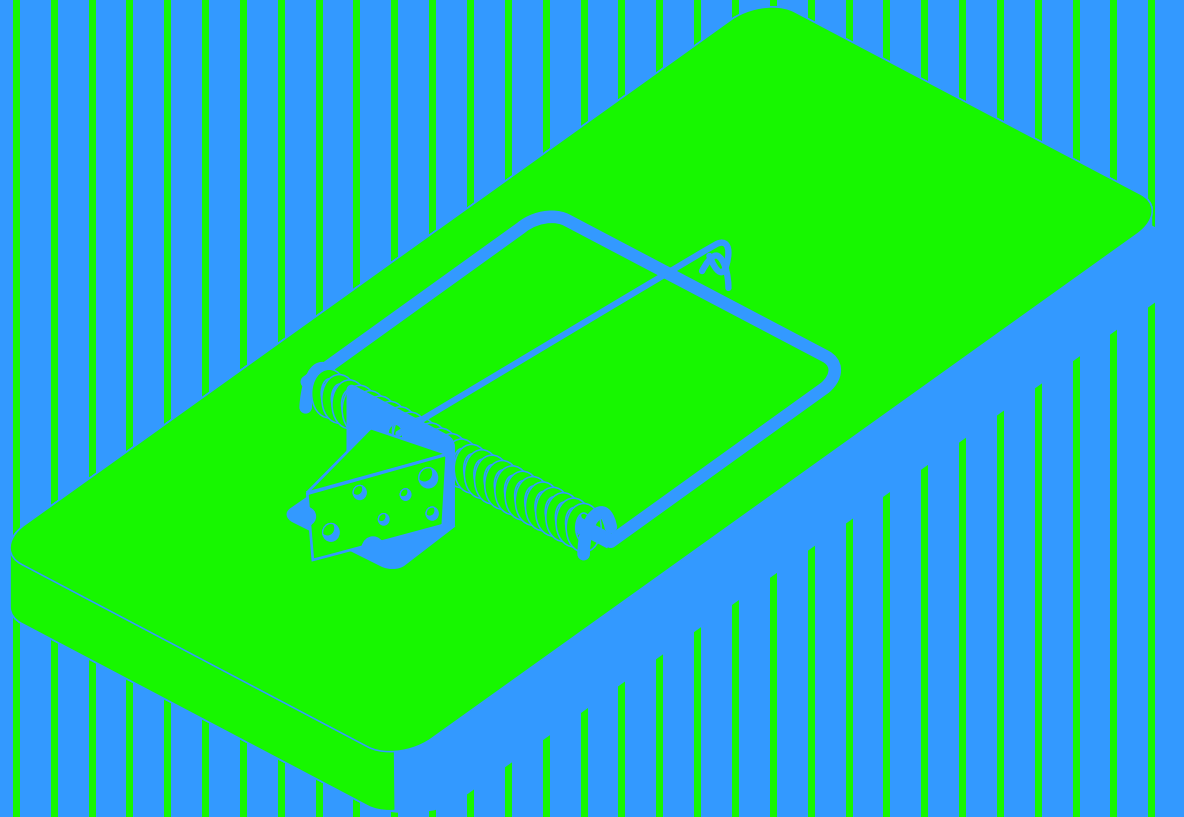


**SIMPLE YET
IRREDUCIBLY
COMPLEX**

KEY ELEMENTS OF A DEMAND GENERATION WEBSITE

CLICK EACH LABEL TO READ MORE





WEBSITES THAT GET IT RIGHT

When it comes down to it, there's nothing easy about a B2B website. You have diverse buying groups, long sale cycles, and complex products to sell. In the following pages, you'll find real-world website examples grouped under five theories to illustrate successful execution and provide you with inspiration to reimagine your B2B website.

B2B BUYERS ARE PROS, BUT THEY AREN'T PRO BUYERS

Depending on what you're selling, your potential customers may not be well versed in how to buy it. And for many of them, this might be the FIRST TIME they are navigating a big decision like this.

B2B BUYERS ARE PROS, BUT THEY AREN'T PRO BUYERS



MAKE THE COMPLEX SIMPLE... AND "SAFE"

Almost all B2B buying decisions are a big deal. You know that saying, "no one gets fired for buying IBM"? Thinking that way, what messages and information can you share on your site to make buying your product seem like the safe bet?

MAKE THE COMPLEX SIMPLE...AND "SAFE"



HELP BUYERS SEE YOUR REAL VALUE

You'll stand out if you can tie your product / service messaging to your buyer's pain points and business objectives, rather than leading with a product-first strategy that just starts highlighting specs or quality.

HELP BUYERS SEE YOUR REAL VALUE



UNDERSTAND YOUR BUYERS AND WHAT MATTERS TO THEM

If you deeply understand your buyers and what matters to them, you'll then be able to create content and experiences that clearly put their needs first.

UNDERSTAND YOUR BUYERS AND WHAT MATTERS TO THEM

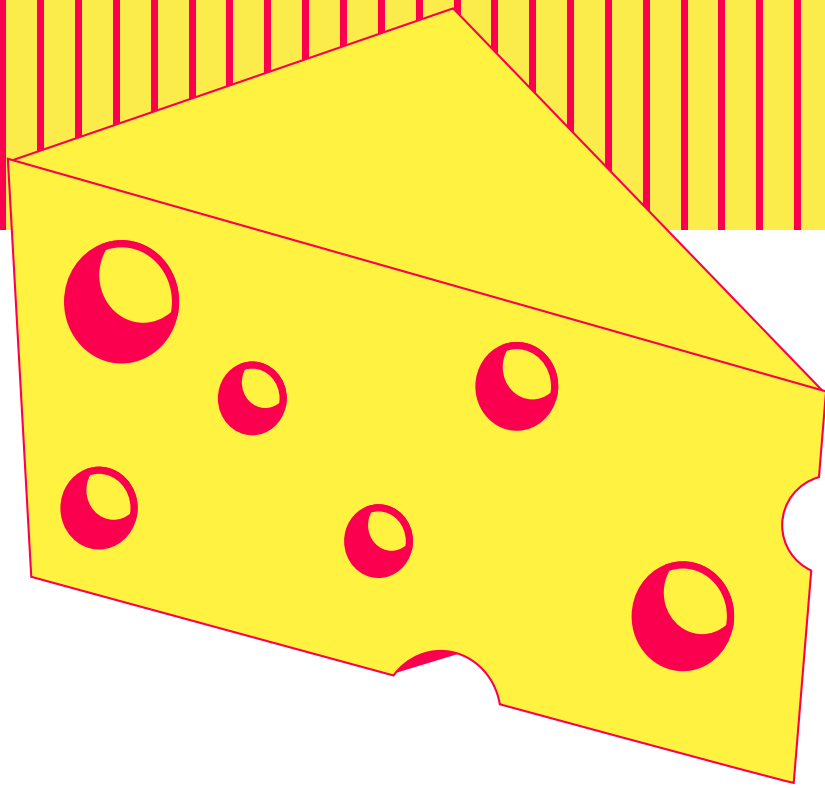


REDUCE FRICTION IN THE BUYING PROCESS

To create an excellent digital buying experience, you need to remove anything that slows buyers down, causes confusion, or may lead them to abandon the process.

REDUCE FRICTION IN THE BUYING PROCESS





CLICK ON A NUMBER FOR MORE INFO

“CHEESY” BONUS IDEAS:

Here are a few more ideas to entice your visitors... the kind of tasty content that will hook your prospects and get them interested!

IN CLOSING

Whether you start from scratch or overhaul one area at a time, your website is an area you can control to help drive more leads and sales. It's a complex project, but thinking about it part by part, like a good old mousetrap, can help you identify the parts you must improve.

Think buyer-first. Don't make your site map match your organization chart. That may be the way your company thinks, but it's not necessarily the way your buyer thinks. Instead, organize your navigation **and content** in a way that helps your visitors find what they need. Create paths for subsets of your audience, specific industries, or product use cases that collect all applicable information in an easy to find place.

Extend the life of your website. Overhauling a website is no small task, and constant updates can be costly and time-consuming. There's a better way to build a website that offers quicker iterations and powerful tools that gives admin control to keep your website fresh and customizable: **modular design**. Built on the website's CMS, modules can provide endless combinations of pages that can allow you to iterate on your site without creating a new website from scratch.

Manage feedback. When working on a company website, it's easy to get lost in all the stakeholders' interests. While the website itself needs to serve many different departments, make sure you are thinking about your buyer as the end user. Keep your aim on creating a website that serves your buyers and ultimately the company as a whole will benefit from it.

Today's buyers' digital expectations are higher than ever before. Vastly improving your B2B website will bring rewards like higher engagement, more qualified leads and sales ... well worth the effort and resources you'll put into it. If you're looking for a partner for your website project, get in touch. We specialize in helping mid-size and enterprise B2B companies accelerate digital transformation with global websites, mobile apps and custom software.





The Mx Group

INTEGRATED B2B AGENCY
STRATEGY | CREATIVE | DIGITAL | DEMAND

The Mx Group is a B2B marketing agency that has been solving clients' complex marketing challenges for the last 30 years. We connect strategy, creative, demand generation and digital development to deliver impactful customer experiences. We are aligned around one goal: creating solutions for clients that propel businesses and buyers forward.

Contact:

TheMxGroup.com

800-827-0170

