

Five B2B Digital Commerce Myths

 n channel

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- Chief Operating Officer at nChannel, Inc.
- Started with nChannel in 2014
- Over 12 years delivering enterprise software
- Live in Columbus, Ohio
- Die hard Cleveland Browns fan
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Hi, I'm Ryan Lunka.

**My goal today is to
help you understand
what is and isn't true
about B2B digital
commerce.**

Myth #1...

**I don't need an
eCommerce website
to sell B2B.**

- 33% of B2B buyers turn to Amazon Business or Google to begin their purchasing journey.
- 74% of B2B buyers report researching at least half of their work purchases online.
- 80% of B2B buyers will be Millennials by 2023.
- 96% of B2B buyers prefer to do business with manufacturers and distributors online!

Are you sure about that?

How do you know if you're ready?

- Have all stakeholders bought into a digital commerce initiative?
- Can you dedicate resources to it right now?
- What do you want your online experience to be like?

	Pros	Cons
ERP Portal Functionality	Everything in one package.	ERPs tend to create underwhelming websites.
Custom Web Application	You get exactly what you want.	High cost and high risk.
eCommerce Platform	80% of what you need is out of the box.	Not integrated into your ERP or inventory system.

**Three different
approaches...**

Myth #1...

I don't need an
eCommerce website
to sell B2B.

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Myth #2...

**Selling online will
undercut my sales
team.**



Why do salespeople push back?

Why do salespeople push back?

- Fear of lost customers
- Fear of lost relationships
- Fear of lost jobs



- Think about where digital convenience or personal human touch are most effective.
- Define the entire journey pre- and post-purchase.
- **INVOLVE THE SALES TEAM** early and often.
- Redesign compensation plans.

Don't just do digital things.

Myth #2...

Selling online will
undercut my sales
team

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Myth #3...

If I build it, they will come. (And, of course, they'll buy!)

- Not all content exists to sell product.
- **But, some content does.**
- A piece of content should satisfy one purpose.
- Repurpose content in different mediums.
- Rich product content is a must.

Content is king!

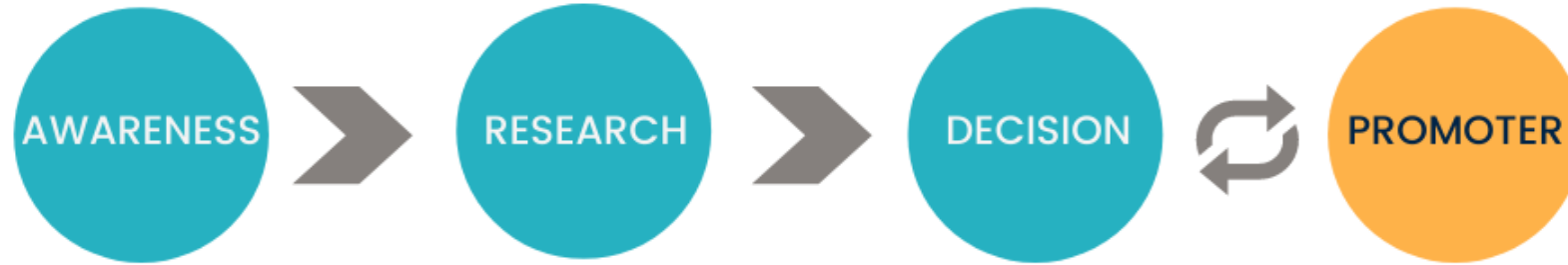
Buying Stages

Brand awareness
and drive web
traffic

Compare and
contrast products

Having the
confidence to buy

Making repeat
purchases



Blog posts,
email marketing,
social media,
paid ads, SEO

Site navigation,
product listings,
FAQs, return
policies

Product reviews,
return policies,
check out
process

Order tracking,
self-service
account
management

Content Types

Skills to develop...

- Search engine optimization (SEO), Moz.com
- Content Strategy for the Web by Kristina Halvorson
- Inbound Marketing (inbound.org)
- Web Analytics (Google Analytics certification)
- Email Marketing

Myth #3...

If I build it, they will come. (And of course, they won't!)

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Myth #4...

**Digital commerce is
the tech person's
problem.**

It's everybody's problem...

- **Marketing:** Branding, design, and storytelling.
- **Sales:** Sales processes and customer purchasing experience.
- **Operations:** Order fulfillment and inventory processes.
- **Customer Support:** Returns, cancellations, updates to orders.
- **Leadership:** New processes, new costs, new risks.
- **Product:** More sales mean more demand (hopefully).

- Responsive Design?
- Customer self-service features?
- Customer-specific pricing?
- Adequate payment options?
- Product catalog management?
- Integration to back-office systems?

**eCommerce platform
evaluation criteria...**

Myth #4...

Digital commerce is
the tech person's
problem.

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Myth #5...

Once you have a website, nothing else needs to change.

Your business will change in fundamental ways...

- Multiple channels for sales
- Sell when your sales team is sleeping
- Accounting practices for recording online sales
- The roles of sales and customer support teams
- Direct ROI on marketing



ERP/Inventory
System



eCommerce
Website

Integration & Automation

Myth #5...

Once you have a website, nothing else needs to change.

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Questions?

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