

Connect Your

Brand to Demand



What Influences a B2B Purchase Decision

How buyers will take your word for it

When it comes to increasing trust, peer validation and endorsement are key.

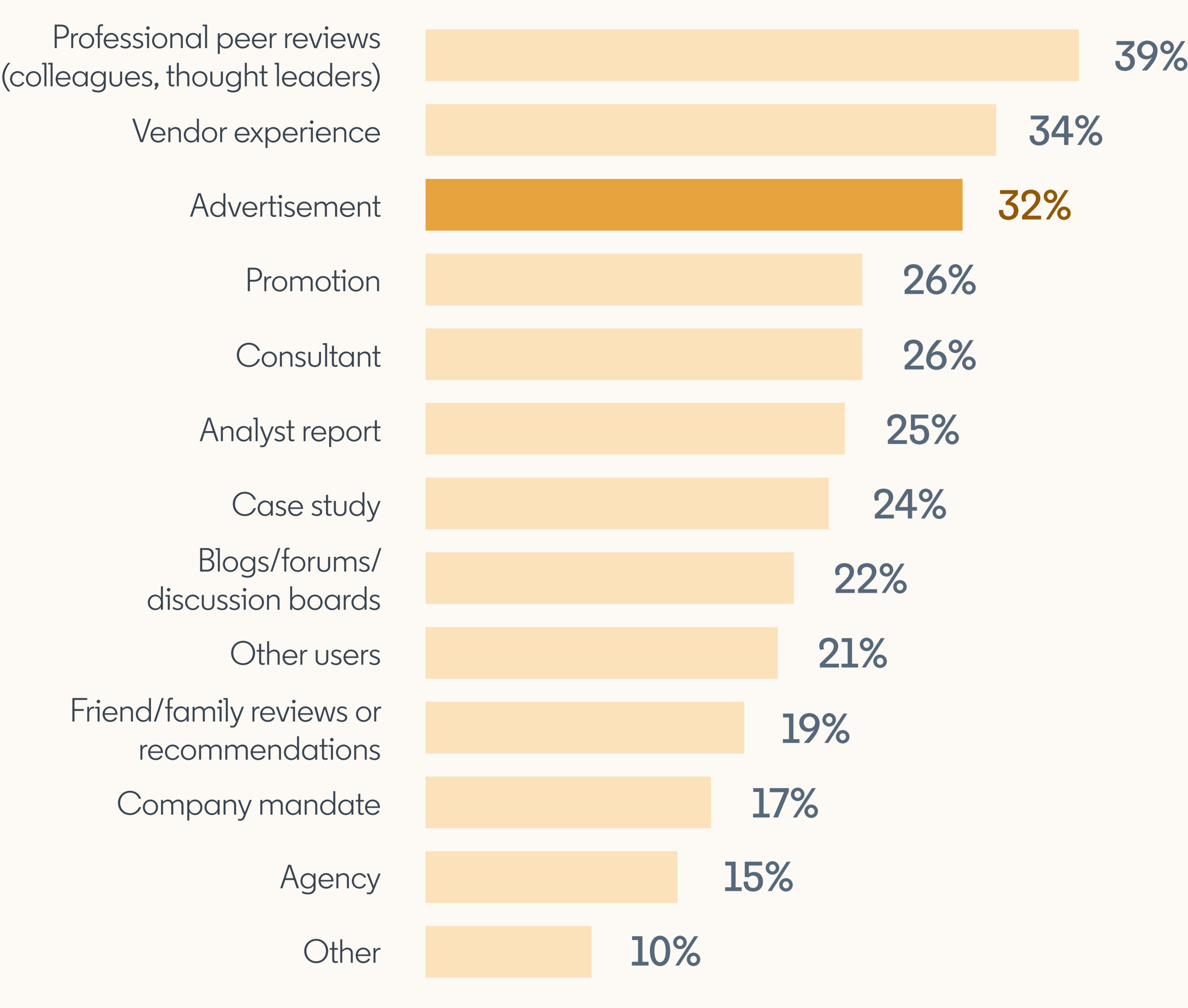
1 in 3

● ● ● ● ● ●
decision-makers say advertising contributes to brand awareness

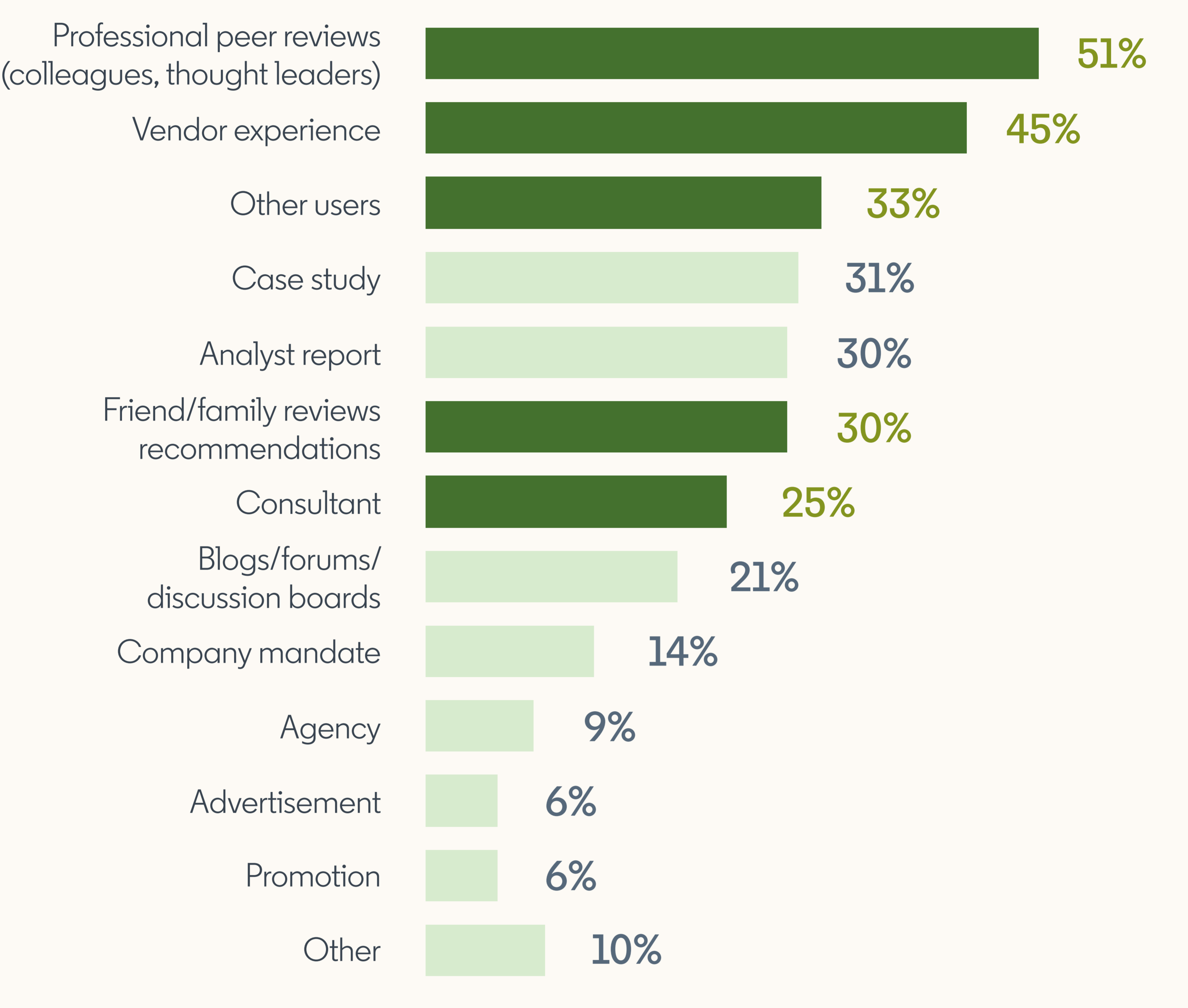
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● ● ● ● ● ●
decision-makers say peer validation is a primary vehicle to increase product trust

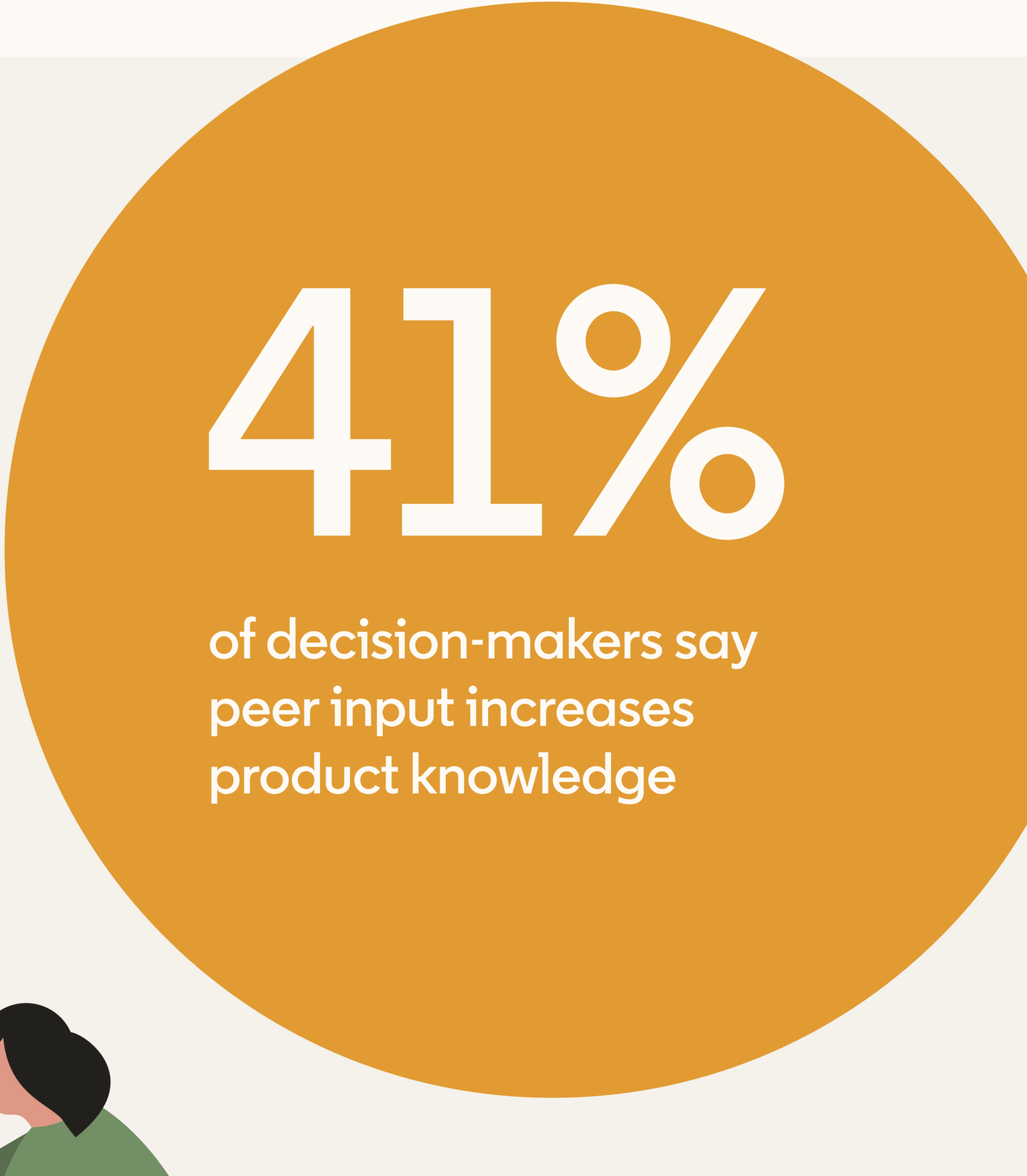
? Which resources relate to “increased awareness of a new technology product”?



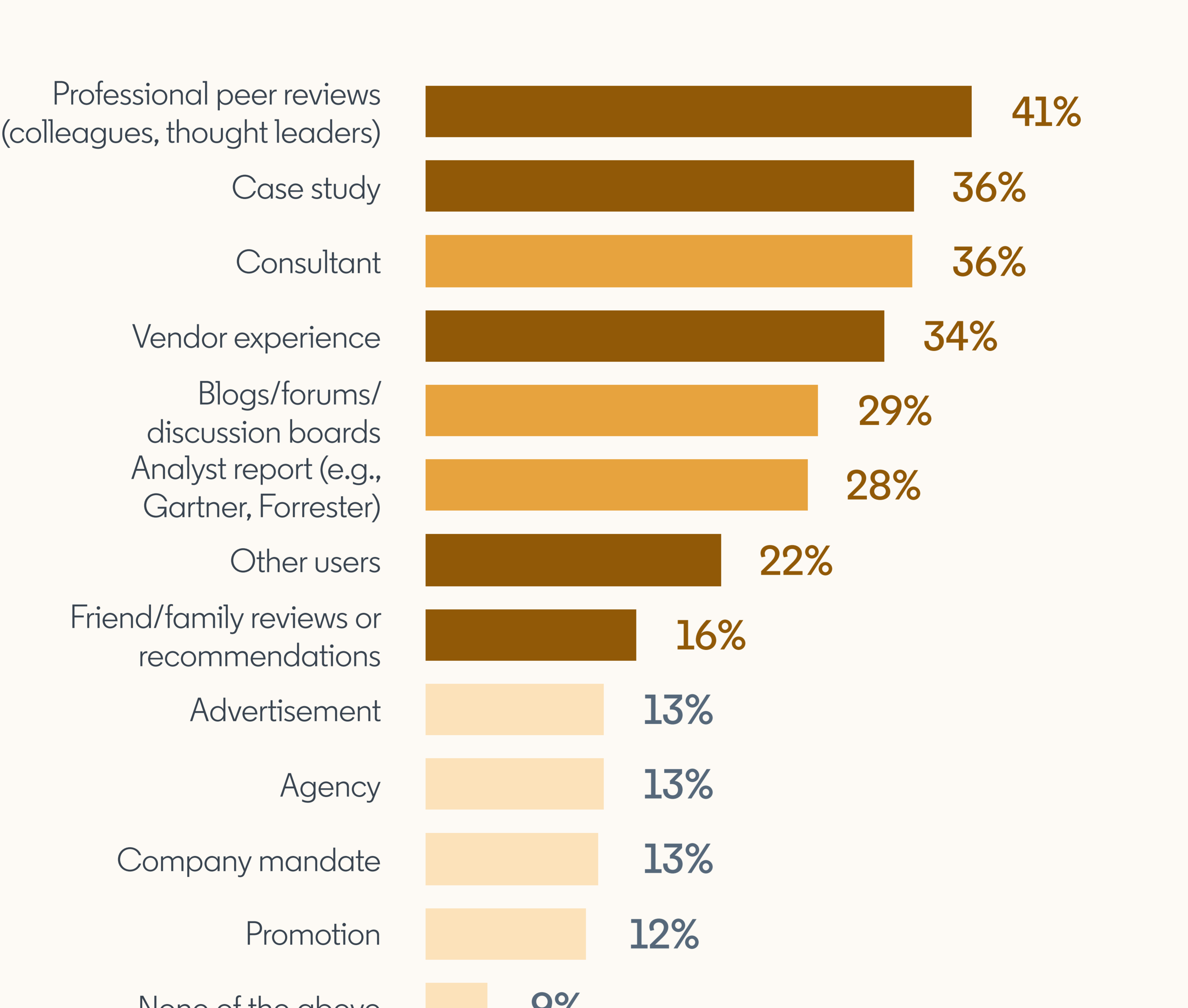
? Which resources relate to “increased trust of a new technology product”?



To turn awareness into demand, harness end users for social proof



? Which resources relate to “increased knowledge of technology products”?



Key takeaways

- **Social proof and end user validation** is essential for generating demand and building trust in your brand.
- **Leverage loyal customers and brand advocates** when building content.
- With fewer in-office meetings and discussions taking place, **spark the virtual water cooler** by giving end users something to talk about through **community and conversation**.



Connect your brand to demand

Drive meaningful engagement with business-minded buyers on LinkedIn.

[Learn more](#)

