

## Blurred Boundaries

More than for any group, boundaries between the personal and professional have dissolved for BETAs.

**Communicate in ways that cut through the noise.** Speak to the BETAs in a bold, emotion-driven way with a clear brand voice, and invest heavily in social media. On LinkedIn, we saw a 55% increase in conversations among connections, and a 60% increase in content creation, from March 2019 to March 2020.<sup>1</sup>

**Distribute content through social media and other easily consumable digital formats.** Invest in modern selling over mobile-friendly interfaces like LinkedIn and be mindful about timing.

**Guard against burnout.** Invest in mental and physical health initiatives and incorporate respect for time and flexibility into the company culture.

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## Evolving

The BETA identity is defined by professional status, personal brand, and continuous self-evolution. BETAs are more risk-averse than they might realize.

**Celebrate client wins publicly.** Create opportunities to help your clients grow and shine. Thought leadership delivered as online learning will resonate. Invest in modern selling – actively comment on client posts, celebrate milestones, and write recommendations. Nearly 40% of BETAs now follow work contacts on social media.

**Mitigate risk by investing in your brand.** The BETAs are status-seeking but risk-averse. Invest in brand to unlock fame effects, and high-profile case studies to unlock social proof effects. Offer free trials whenever possible.

**Recognize and nurture star talent.** Invest in **LinkedIn Learning** and programs like **LinkedIn's Rock Your Profile** to empower your employees to pursue online learning and become experts at showcasing their new skills. Executives should seize on the unique opportunity to influence BETAs as professional role models on social media. 37.6% of young BETAs and 31.3% of older BETAs follow their professional heroes on social media, versus just 12.1% of our 51+ aged group.

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## Tech Native

Technology has more influence than anything else on the BETA mindset.

**Ensure a seamless buyer's journey.** BETAs want a seamless, frictionless, and integrated experience. Simplify your buyer journey and customer experience. Make the "shopping" experience more like an e-commerce experience by incorporating visible pricing and quick credit card payments wherever possible.

**Show up mobile-first and video-heavy.** Innovate ways to reach customers where they are and earn their attention. **LinkedIn Stories** are an exciting new way to reach BETAs as professionals in a format they are familiar with and responsive to as consumers.

**Use technology to gather intelligence.** Invest in solutions like **LinkedIn Sales Navigator** to gather intelligence on your potential clients and build relationships. 92% of buyers say they're more likely to consider a brand when a sales rep "shares content applicable to my role in the buying process."<sup>2</sup>

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## Activist

The BETAs demand brands take action on social justice issues.

**Develop a clear brand purpose and invest in your community.** Have a clear vision and focus on impact and action in your community. Use your brand values as a north star for your social impact agenda. Research from Edelman shows that roughly 85% of people want brands to be reliable news sources, educators, and support systems to their communities.<sup>3</sup>

**Take action.** Move beyond the performative to concrete action. 44.9% of our 21 to 30-year-old professional group, versus 33.7% of our 51-year-old group, felt that their companies should audit the diversity in their mix of suppliers.

**Earn trust.** Act in the buyer's interest throughout their journey by investing in the long term, even if it means short-term sacrifices. Share your thought leadership, engage with theirs, and form new relationships. Be conscious of how you show up. 35% of decision makers rank trust as the top contributor in closing a deal—above ROI or price.<sup>4</sup>

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<sup>2</sup> <https://business.linkedin.com/marketing-solutions/blog/sales-and-marketing/2020/7-insights-for-marketers-from-linkedin-s-new-state-of-sales-rep>

<sup>3</sup> <https://www.edelman.com/research/covid-19-brand-trust-report>

<sup>4</sup> <https://www.linkedin.com/business/sales/blog/b2b-sales/a-letter-to-the-sales-industry-its-time-to-put-the-buyer-first>

<sup>1</sup> <https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2020/planning-for-a-strong-recovery-here-s-your-six-step-roadmap>