

# 6 WAYS

## to Revolutionise Your B2B Digital Experience



## Executive summary:

Many B2B organisations face difficulties meeting modern buyer expectations due to fragmented journeys, outdated UX, and impersonal digital interactions. This article outlines six strategies to transform your digital experience into a buyer-centric growth engine.

- Successful teams map the buyer journey to deliver adaptive, personalised pathways at every stage
- Omnichannel engagement helps brands meet buyers across their preferred platforms without friction
- Optimised UI and UX design remove barriers, accelerate research, and build confidence
- Humanising digital interactions with authenticity, empathy, and transparent communication builds stronger trust
- High-performing organisations continuously evolve the buyer journey using data, client feedback, and iteration
- Simplifying access with self-service tools and frictionless pathways accelerates decision making

**Discover how to revolutionise your digital experience and create buyer journeys that establish trust and increase sales.**



Economic pressure, heightened buyer expectations, and increasingly complex purchase journeys have pushed B2B organisations to [rethink how they deliver digital experiences](#).

Today's buyers expect more than surface-level value. They seek seamless, intuitive journeys that support self-guided research, cross-functional collaboration, and confident decision making from the very first touchpoint. Indeed, 80% of clients agree that the experience a company provides is as important as its products or services ([Salesforce, 2023](#)).

**This article explores six ways to evolve your B2B digital experience, including how to activate omnichannel strategies, improve UX, and create buyer-led journeys that drive revenue.**

## What is user experience (UX)?



**User experience**, or UX, refers to how your prospective buyers interact with your brand across all digital touchpoints. In B2B, UX goes beyond website design and is about delivering intuitive, frictionless interactions across digital touchpoints that guide buyers with clarity and ease. Strong UX removes barriers, enables self-service, and supports confident decision making. These factors align closely with the needs of today's modern B2B buyer journey.

Research shows that experience-driven strategies can deliver a 20% boost in buyer satisfaction, translating into measurable financial impact, including a 15–25% increase in cross-selling rates ([McKinsey, 2023](#)). Considering that 75% of buyers would switch to a supplier who offered a better online buying experience ([Sana, 2025](#)), investing in UX is essential for keeping prospects engaged and moving through their buying journey.

[Discover six reasons to invest in enhancing the user experience](#) →

## What is client experience (CX)?



**Client experience (CX)** is the overall perception buyers form through every interaction with your brand, before, during, and after the sale. It covers all touchpoints, direct or indirect, and is designed to help clients achieve their goals while building trust and loyalty.

Unlike UX, which focuses on usability in digital settings, CX covers consistency, personalisation, and value across the entire buyer and client lifecycle. Strong CX strategies, often led by client success teams, create positive journeys that drive long-term relationships and client lifetime value.

## Benefits of UX and CX for B2B organisations



### Benefits of UX



### Benefits of CX

#### Improved brand perception

A clean, intuitive experience builds trust and leaves a strong first impression, especially during early research

#### Higher ROI

Optimised UX increases conversion rates, reduces drop-off, and improves retention, while streamlining internal development

#### Competitive advantage

In a market where buyers drive the process, superior UX helps brands stand out through ease, speed, and relevance

#### Faster pipeline movement

Clear design and intuitive flows help buyers move through the journey faster, with fewer blockers

#### Broader reach and accessibility

Inclusive, responsive design improves usability and SEO, making digital experiences more discoverable and scalable

#### Greater buyer loyalty

Buyers return to brands that consistently meet their needs across touchpoints

#### More informed decisions

Seamless CX removes friction, helping buyers navigate complex purchase cycles with confidence

#### Increased retention and expansion

Strong CX supports renewals, upsells, and long-term growth by keeping engagement effortless

#### Higher brand credibility

Positive experiences at every stage, especially post-sale, reinforce trust and strengthen brand reputation

#### End to end enablement

Great CX extends beyond the purchase. It supports success across the entire client lifecycle

## How the B2B buyer experience is changing



The expectations of B2B buyers are evolving faster than most organisations can keep up with. Rather than being swayed by the latest trends, today's buyers are focused on what delivers measurable business value.

To meet these expectations, B2B companies must rethink how they structure and deliver their digital experiences. **Here are some of the core elements that shape the modern B2B buyer journey.**



### 1. Digital native buyers now drive decisions

In addition to [\*\*increased buyer scrutiny\*\*](#), changes in the demographics of B2B decision makers have influenced the importance of providing an optimal digital experience.

Millennials and Gen Z now make up over 66% of senior B2B decision makers ([\*\*Forrester, 2023\*\*](#)). As digital natives, they prefer self-education, independent content consumption, and minimal sales interactions. With 85% of buyers defining purchase requirements before contacting sales ([\*\*6sense, 2024\*\*](#)), organisations must provide seamless, informative, and engaging digital experiences to meet these expectations.



### 2. The journey is longer, slower, and more complex

The average B2B buying journey lasts 11 months and continues to grow ([\*\*Voice of the Buyer, 2025\*\*](#)). Consensus buying and defensive purchasing mean directors, IT leads, and managers all weigh in, demanding careful research and cross-team alignment. Success requires addressing every member of the buying group, not just the economic buyer, to avoid lost conversions.



### 3. Buyers are 69% through their journey before reaching out

Up to 69% of the buying process now occurs in the [dark funnel](#) before a prospect engages with sales ([6sense, 2024](#)). During this time, buyers consume content, study experts, and consult partner ecosystems. Brands must guide this early phase with valuable, accessible content so that when buyers reveal themselves, they are already informed and considering their solutions.



### 4. Trust is built through experience, not outreach

Modern buyers rely more on peers, analysts, and experts than sales reps. They value self-guided education at the top of the funnel and expect digital experiences that deliver both business and technical value from the start. With 73% of clients prioritising omnichannel communication without restarts ([Zendesk, 2023](#)), organisations must provide personalised, seamless, and service-led experiences.



### 5. Experience is a key differentiator

Self-directed buyers prioritise brands that simplify the process and enable intuitive digital journeys. Strong UX in design, navigation, and support can significantly increase conversion rates. The key is enabling buyers with the right information at the right time, allowing them to progress at their own pace while building confidence and loyalty.

## 6 Ways to revolutionise the B2B digital experience



As buying cycles grow longer, [decision groups](#) get larger, and expectations rise, the experience you deliver across every touchpoint directly impacts whether you make the vendor shortlist or get overlooked.

**Below are six strategies for delivering a strong digital experience that resonates with modern buyers and drives revenue opportunities.**



## 1. Map the buyer's journey

The modern buyer journey is not linear. It is long, messy, and mostly invisible. Buyers now spend six to twelve months researching solutions, often involving six to ten stakeholders across departments ([Voice of the Buyer, 2025](#)). Much of this process happens in [the dark funnel](#), where buyer signals are difficult to detect.

According to our research, the majority of decision making teams leverage between four to six pieces of content ([Voice of the Buyer, 2025](#)), demonstrating the importance of high-quality content creation.

Mapping the full buyer journey helps you to anticipate what buyers need before they ask. This allows you to build dynamic journeys that adapt based on behaviour, preferences, and stage. You can then personalise paths with relevant content and flexible next steps to improve funnel movement.

Today's buyers expect autonomy, fast answers, and no friction during the early research phase. A well-mapped journey makes your digital experience feel intuitive and responsive, even when buyers remain anonymous.

Aligning marketing, sales, and client success teams around shared CX goals and KPIs makes this effective. Breaking down silos ensures handoffs across the journey feel seamless and well-timed, which strengthens buyer trust and flow.

**Here are some key elements to mapping the buyer's journey:**

- **Research:** Research often begins with original client data, interviews, and surveys to uncover preferences and pain points. Use this data to establish common demographics, pain points, and crucially, buyers' preferred channels. Activating the right channel mix is essential for building a buyer's journey that resonates with your target audiences.
- **Create and test buyer personas:** Based on the collected data, build representations of your ideal clients. These should include information such as age, job title, industry, and company size. Test and evaluate your personas by comparing them with data on client behaviour gathered through social listening and feedback.
- **Content:** Content development guided by these insights ensures relevance for each persona, role, and stage of the funnel. This content should also be appropriate for the channels that you have found to be effective at the research stage.
- **KPIs:** Tracking KPIs helps organisations identify bottlenecks and refine the journey over time.



## 2. Implement an omnichannel marketing strategy

Modern B2B buyers engage across channels on their own terms. A single decision journey can include 16+ touchpoints per person and over 640 interactions across the buying group ([6sense, 2024](#)).

Buyers expect a seamless experience throughout. 73% want to switch between platforms without restarting the conversation ([Zendesk CX Trends Report, 2023](#)). These modern buyers expect personalised interactions at every stage.

To meet these expectations, [an effective omnichannel strategy](#) must provide value beyond simply showing up across platforms. It needs to connect the dots between them.

Omnichannel success comes down to relevance, timing, and flow. When every touchpoint works together, the buyer's journey becomes smoother, faster, and more impactful.

Adopting a buyer-first culture is key here. Beyond tracking revenue, success should also be measured by the quality of engagement and client outcomes. Incentivising teams to prioritise meaningful interactions ensures your omnichannel strategy feels [centred on humans](#), not transactional.

**Here are some of the key steps to achieving this:**

- **1. Identify where your buyers spend time:** Leveraging first-party data and persona insights helps focus your mix across paid (LinkedIn, search), earned (peer reviews, communities), and owned (website, email) channels. Asynchronous touchpoints like Slack groups and review sites also hold value, as they play a bigger role in early stage research than many teams may realise.
- **2. Map each channel to the buyer journey:** Awareness stage buyers might first come across your brand through paid social, while those in the consideration stage often explore case studies, calculators, or demo videos. Decision makers, on the other hand, are likely to engage with review platforms or initiate conversations with your sales team. These insights can be used to plan your content, CTAs, and next steps strategically.
- **3. Establish a coordinated experience:** Sync engagement signals across platforms so that insights from ads, chatbot conversations, and emails inform each next interaction. Leverage marketing automation and CRM data to tailor follow-ups to behaviour and role, as generic sequences simply will not have the same impact.
- **4. Maintain consistency:** Keeping your brand voice, tone, and messaging aligned across every touchpoint builds familiarity and trust. Be sure to tailor the format and delivery to fit the context of each platform.
- **5. Track channel performance across the journey:** Looking at conversion velocity, drop-off points, and multi-touch attribution provides insights that can refine your mix and improve cross-channel handoffs.

**Below are content recommendations for each funnel stage:****Top of the funnel**

Awareness-building, educational content such as:

- Checklists
- Blog posts and articles
- Listicles
- Social media posts

**Middle of the funnel**

Content that aids decision makers consider their options, such as:

- Blog posts and articles
- Whitepapers sharing unique research reports
- Webinars
- Free tools
- Podcasts
- Product samples
- Email nurturing

**Bottom of the funnel**

Content that cements your unique value proposition to win opportunities, such as:

- Case studies
- Product comparisons
- Targeted discount pages
- Email nurturing



### 3. Optimise UI and UX design

Your website is the central destination for your demand efforts, and the most crucial point in the buyer journey. As a result, an effective website must deliver a smooth, value-driven experience that supports independent research and fast decision making.

Modern UI and UX design are critical components of this, and they need to extend beyond visual appeal. They remove friction, guide users to what matters, and support buyer enablement from the very first click.

## Key principles of B2B UX performance:

- **Design with speed and performance in mind:** Slow pages lead to drop-off. Compressing images, using content delivery networks (CDNs), and minimising script-heavy features can optimise performance. [Google research](#) shows that as page load time goes from one to ten seconds, the probability of bounce increases by 123%.
- **Support independent research through intelligent structure:** Today's buying groups explore on their own terms. Creating an intuitive site structure with clear navigation, descriptive labels, and a search function that surfaces content based on user intent enables self-discovery.
- **Ensure device accessibility:** Responsive design is standard. Modern websites should scale seamlessly across desktops, tablets, and mobile devices, with no loss of functionality or clarity.
- **Streamline conversion points:** Long forms create friction. Progressive profiling to reduce field count over time, enabling auto-fill where possible, and breaking long forms into guided steps with visual progress indicators are effective tactics.
- **Leverage AI-powered personalisation:** Using industry, behaviour, or firmographic data can tailor the experience. Dynamic content blocks, personalised calls to action, and intelligent routing all boost relevance and engagement. With 84% of B2B marketers recognising AI as a key enabler of personalisation ([ON24, 2024](#)), it is clear that thoughtful targeting is critical for driving pipeline and revenue growth.
- **Incorporate micro-interactions:** Small, purposeful animations or tooltips can guide users, surface helpful content, and provide feedback without disrupting the flow.
- **Optimise for SEO and accessibility:** Good UX supports crawlability, page indexing, and readability. Alt tags, semantic HTML, and WCAG compliance not only expand access but also boost search visibility.
- **Personalise engagement:** Different buying group members need different things, so tailoring experiences by role, industry, or stage helps every stakeholder see the value of your solution on their own terms.

[\*\*Drive your buyer engagement with six UX optimisations\*\*](#) →



## 4. Be human

Even when taking a digital-first approach to B2B experiences, buyers want a real connection. They want to feel understood and provided support, not just targeted and sold to.

**According to Zendesk**, 60% of buyers have chosen one brand over another based on the client-centricity of the experience. Meanwhile, **research from 6sense** shows that B2B buyers consider an average of four vendors, and each adds at least two additional decision makers to the process. Personalisation and empathy are therefore critical to standing out.

### How to make your digital experience more human:

- Lead with clarity and empathy: Use clear, direct language instead of corporate jargon, focus on real challenges, and adopt a conversational tone that mirrors the way your buyers communicate.
- Bring authenticity into every channel: Whether it is through a chatbot, LinkedIn message, or nurture email, the interaction should feel personal, even when it is automated. Referencing behaviour, context, or role shows that you understand who you are speaking to.
- Show your people: Highlighting client-facing team members, subject matter experts, or client success stories is an effective way of showing human expertise. Video snippets, headshots, and first-person insights create familiarity and build credibility.
- Be transparent about pricing and process: Buyers do not expect perfection, but they do expect honesty. Providing visibility into pricing models, timelines, and potential limitations builds trust and removes hesitation.
- Enable real-time engagement: Make it easy for prospects to connect with someone who can help. Live chat, flexible meeting booking tools, and community channels give buyers options for how and when they want to engage.

Grounding this human approach in real insights makes it stronger. Running regular voice of the buyer programs, tapping sales feedback, and analysing behavioural data reveal what buyers value most and where friction exists, helping you connect more authentically.



**Below are four strategies that can be used to boost client centricity and support personalisation at every touchpoint:**

### Strategy

### How to humanize your approach



#### Content marketing

The creation of personalized content that empathizes with buyers can be a strategic advantage in a time of proliferation of AI-generated content as [the majority of users prefer human-generated content](#) (Statista, 2023). This is especially true due to the buyer's preference trends shifting toward independent research.



#### Outbound marketing

Outbound communication should strive to address prospects' psychological needs, as humanized messaging facilitates a stronger connection between prospects and the brand. In addition to traditional B2B focus on data and statistics, outreach efforts should empathize with prospects and strive to alleviate their fears and uncertainties.



#### Social media

Social media platforms can be used to further humanize a brand by providing relatable content that connects with prospects on the human level. Additionally, in today's risk-averse environment social media messaging can increase the brand's credibility and promote trust.



#### Lead nurturing

As buyers expect personalized experiences tailored to their needs and pain points, lead nurturing should move beyond generic content and messaging and speak directly to prospects. Use a data-driven approach to segment your target audience and deliver content that is aligned with their stage in the buyer journey and individual role within their organization.



## 5. Evolve the buyer journey and show it

The best digital experiences are never static. Expectations shift, behaviours change, and buyer needs evolve. That is why high-performing B2B teams treat their digital journey like a living product by continuously monitoring, optimising, and improving it in real time.

Leverage first-party data, behavioural analytics, and direct feedback to identify friction points and surface new opportunities. Tools like journey analytics, heatmaps, and AI-based trend detection can reveal where buyers drop off, what content accelerates movement, and which signals indicate intent.

However, optimisation can extend beyond internal analysis. Your best feedback will come directly from clients and prospects. Consider establishing structured, repeatable loops to gather it through:

- **Client feedback:** Surveys, interviews, and feedback can be used to uncover unmet needs and identify usability issues
- **Client councils:** Bring together trusted clients to discuss upcoming features, interface pain points, and overall expectations
- **Cross-functional syncs:** Aligning client success, marketing, sales, and product teams in regular reviews combines qualitative feedback with campaign performance data
- **Sales and support insights:** Tap into front-line teams who hear friction first-hand. They will often flag key issues before they appear in dashboards

Creating a review cadence, assigning ownership, and building a framework for prioritising to action feedback quickly helps manage these actions. This ensures your digital journey stays aligned with what buyers actually want, rather than predictions.

Once improvements are made, communicate them clearly to show your buyers that you are listening. **Sharing changes and enhancements can be done across:**

- Website banners or blog posts
- Notifications and resources, such as onboarding guides
- Targeted emails to specific client segments
- LinkedIn updates and client-facing webinars

When you show buyers that their input leads to real improvements, you reinforce trust and build advocacy. This is when your digital experience becomes a signal of how your company operates.

Consistent iteration, clear communication, and buyer-first execution are how great digital journeys evolve and how good companies become preferred partners.



## 6. Simplify access and remove friction

Modern buyers value autonomy. They want the freedom to explore solutions, compare options, and access the information they need without unnecessary barriers. When digital experiences slow them down, they do not wait. They move on.

The most effective B2B brands design journeys around self-service. That means removing friction, reducing dependency on sales as gatekeepers of information, and giving prospects fast, direct access to the resources they are looking for.

**Here are some of the most effective tactics to achieve this:**

- **Build for accessibility, not control:** Value should be made visible upfront. Hiding key information like pricing, onboarding, or demo access behind forms or sales calls can detract from the value your digital presence offers. If you ask for a form fill, try to offer something immediately valuable in return, like a live demo scheduler, pricing estimate, or hands-on resource.
- **Eliminate top of funnel gatekeeping:** Early-stage prospects are exploring, not ready to buy. Pushing for them to speak about purchasing a solution too soon creates pressure and fuels drop off.
- **Design content hubs with intent:** Resource centers that are organized by topic, role, or journey stage let users quickly scan, filter, and access what is most relevant to them.
- **Enable self-service with purpose-built tools:** Intelligent chatbots and assistants can route questions, recommend resources, and qualify interest without blocking access.
- **Embed contextual support into high-intent areas:** High-intent places like pricing pages, product detail views, and onboarding flows are critical areas to optimize the buyer journey with tailored support. These micro-moments help buyers move forward without needing to restart their journey elsewhere.
- **Leverage predictive content delivery:** Tools that serve up resources based on browsing behavior, company profile, or journey stage can accelerate discovery and reduce the time to value.
- **Responsiveness still matters:** Even when buyers want control, they expect fast support when they ask for it. Set SLAs for fast lead response time. Equip your team with real-time alerts and CRM visibility to respond in context.

**Discover best practices for nurturing during this critical stage in our guide** →

## Key takeaways



- Modest economic growth, rising client scrutiny, and shifting buyer expectations have made exceptional digital experiences a business imperative. Above all, B2B buyers today value operational efficiency, trust, and seamless access to the right information
- Modern B2B buying journeys are long, nonlinear, and self-directed. Buyers conduct independent research, consume numerous content pieces, and engage across multiple channels before ever contacting a vendor. Organizations should build digital journeys that support this autonomy with intuitive UX and frictionless CX
- Creating a buyer-centric digital experience improves conversion rates, increases ROI, and shortens the path to decision. Engaging content, smart personalization, and responsive UI/UX design help buying groups move through complex purchase processes with greater ease and confidence
- Cross-functional team alignment is essential. Marketing, sales, and client success teams must collaborate on shared goals, messaging, and KPIs to create a consistent, unified experience across all touchpoints
- Ongoing optimization is key to successful digital experiences. As buyer behavior continues to evolve, using first-party data, behavioral insights, and client feedback to identify friction points, refine experiences, and demonstrate a commitment to continuous improvement becomes increasingly important

### CRAFT B2B DIGITAL EXPERIENCES THAT DELIVER BUSINESS OUTCOMES

INFUSE demand experts are ready to create demand strategies designed for complex, buyer-led journeys and meeting your performance goals.

Whether you are looking to surface buyer signals, enable decision making with high-value content, or deliver engaging omnichannel experiences, our team is here to help.

[Get in touch with a demand expert](#) →

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