

**81%** need to trust a brand to consider buying from it<sup>1</sup>

Empowered by the internet, and greater access to user generated reviews, the buyers' journey has evolved.

77% of B2B purchasers said that they would not even speak to a salesperson until they had done their own research<sup>2</sup>

Throw in longer sales cycles, an average of 5 people involved in B2B buying decisions<sup>3</sup>, and increasingly savvy audiences looking for brand relationships built on trust, not sales tactics, it can feel more challenging than ever to influence or stand out.

Our formula – **Build brand** | Earn trust | Drive demand

With content expertise, industry channels, and powerful audience reach, we can help you to build brand awareness and trust, and therefore long-term relationships with your audience.

Ensuring your brand stays visible and remains front of mind.

Interested in finding out more? [Get in touch](#)

Sources: <sup>1</sup> Edelman, <sup>2</sup> The Corporate Executive Board, <sup>3</sup> Informa's 2022 Audience Content Consumption Survey.

