

The \$18 Trillion Opportunity You're Missing

The digital B2B market represents roughly 18 trillion dollars in annual commerce, yet many technology marketers still approach targeting as if a small number of job titles control the entire buying process. According to research from LinkedIn and Edelman, 40-60% of B2B deals stall because key stakeholders are overlooked.

Reaching Hidden Buyers

Engage the full buying group with content that speaks directly to their priorities. This creates influence with every role involved in budget, risk, compliance and operational approval.

Why Deals Get Stuck

- Limited outreach reduces influence - Traditional lead generation and ABM often focus on obvious product users or champions while overlooking key stakeholders in Finance, Procurement, Operations and Legal. These groups can stop progress if they are not reached early.
- Single thread outreach ignores real buying groups - Modern B2B buying groups frequently include representatives from IT, Finance, Procurement, Operations and Legal. Many campaigns still behave as though one contact reflects the entire account. General product – first content does not persuade internal influencers.
- Hidden buyers focus on risk, compliance, value protection and organisational stability rather than product features. When these concerns are not addressed, deals slow down or go quiet.

Hidden Buyers

ICP



Hidden Buyers Hold Real Power

Studies show that hidden buyers actively evaluate vendors even when they are not speaking to sales teams. They consume thought leadership content, research potential partners and influence internal consensus.

The Numbers Don't Lie

More than 40% of B2B deals stall because of internal misalignment. This problem is strongly connected to hidden buyers who are not being addressed in the marketing stage.

Hidden buyers consume thought leadership at levels similar to primary buyers

63% spend more than one hour per week engaging with (reading / consuming) thought leadership content.

Strong thought leadership improves internal advocacy

High-quality content increases the likelihood that hidden buyers support a vendor during internal discussions or RFP processes.

Three Ways to Strengthen Your Targeting and Improve ABM to Reach the Hidden Buyer

1

Expand from decision-makers to full buying groups

Most B2B tech purchases involve stakeholders across IT, Finance, Procurement, Operations and Legal, not to mention end users. When campaigns only target traditional decision makers / users, you miss the people who contribute some of the most value. Mapping the wider buying group reduces hidden objections and prevents deals from stalling.

2

Use content to influence unseen decision makers

Hidden buyers rarely join demos or speak to sales, but they actively consume content to judge credibility and risk. Strong content earns trust from these silent evaluators and can turn them into internal supporters for challenger brands.

3

Loosen ABM lead caps to avoid blind spots

Tight lead caps restrict outreach to only a few contacts and make it easy to miss influential internal stakeholders. A buying group style ABM model targets fewer accounts but targets more roles / titles / departments / contacts / decision makers / stakeholders within each one, helping create early alignment and smoother progression to sales.



Expand Your Reach Across Key Business Functions

Two-thirds of people involved in technology buying decisions are not in IT, according to Gartner.



Finance

FinTech Corporate reaches professionals who work in Finance teams. This includes individuals responsible for budget validation, cost analysis and financial oversight.

These groups frequently influence purchasing decisions for technology investments that may impact forecasting, compliance or operational expenditure.

Marketing

MarTech Corporate places your content in front of Marketing leaders, Marketing Operations, Digital Strategy and Campaign Planning teams.

These stakeholders evaluate whether your solutions align with performance goals and long term marketing transformation strategies.

Cybersecurity

Cybersecurity Corporate reaches professionals responsible for information security, risk mitigation, compliance and business continuity. These roles provide critical input into vendor approval and internal security assessments.

HR

HRTech Corporate engages Human Resources, Talent, Learning and Development and HR Operations teams. These groups evaluate solutions that impact employee experience, productivity, compliance and workforce management. By targeting functional audiences within an account, rather than limiting yourself to a narrow persona list, you significantly increase internal alignment and reduce the risk of unseen objections.

Get in touch

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