



MAKE YOUR SYSTEMS WORK FOR YOU

How Gesso Supports Marketers

Build ideal customer experiences and support your unique buyer journey, backed by a robust design system and a powerful CMS that can handle your users' demands.

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A powerful, connected combination of content and commerce allows your brand to build loyalty and give modern buyers the purchasing options they demand. Connected systems allow for targeted messaging and data-driven decisions by all marketing teams.

- Knowing exactly where your customers are in their buying journey takes connected data.
- Meeting your buyers' desire to research and buy online takes a powerful commerce engine.
- Sending the right message at the right time takes a sophisticated content management system (CMS).

Gesso, our intuitive framework, minimizes the effort to bring all of your B2B and manufacturing marketing efforts online without sacrificing functionality, branding or customer experience. Our vision is to reduce the time it takes to bring new systems together, simplify your day-to-day operations and improve your organization's ability to make better data-driven decisions.

Let's look at how Gesso can help solve some of your marketing challenges:

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Symptom: Inability to Attract Younger, Modern B2B Buyers

Younger, digitally-native employees are moving into Manufacturing and B2B buying roles. These Millennial buyers demand the same convenient Amazon-like experiences they get at home in their work life. Most of these buyers are more comfortable doing their research online than taking a phone call or video meeting with a sales rep.

Rich, trust-building digital experiences are needed to showcase the value of your product and services without human intervention. B2B buyers want to be able to do their research independently. Your company builds trust by giving digital-first buyers access to the content they need to make an educated decision. It nurtures the relationship even before a sales team member gets involved (if they ever do).

“44% of millennials prefer NOT to interact with a sales rep.”

– Gartner, *The Future of Sales*.



Meet your customer where they are

Every buyer or buying group goes through different stages in the buying journey. A robust content management system and a powerful commerce platform are the keys to adjusting to buying behaviour and making digital-first a new growth mindset for your company. Create a unique and customized online user journey that supports the user experience young buyers want and meet them where they are in each stage of their decision-making process.

Gesso works seamlessly with the Drupal CMS and its extensive list of commerce modules. By building a system that fits the unique product needs of your organizations, with preconfigured modules to build out rich content and commerce experiences, your business will catch the attention of the young B2B buyers you need to reach.

Symptoms: Siloed Systems and Incomplete Customer Data

One of the most common customer complaints we hear from marketers is that product and customer data live in older and antiquated systems but that those systems are not connected. They must comb through those systems manually to create self-guided research for online buyers. Disconnected systems also mean you do not have a full view of the buyer's journey and can't proactively give them the information they need most. But, embedding a marketer into the sales process to get the information they need to make data-driven decisions is not generally popular.

Consider what connecting your operational systems can do to improve the data flow between departments and how it can help give your marketing teams the insight they need to get your message heard first.



"35% of internal processes, on average, are digitally optimized today, and this is expected to increase to 55% by 2022." – [The 2021 Gartner CIO Survey](#).

Connecting data for a better customer experience

Connecting customer data throughout your company's organizational systems means a better overall understanding of where your buyer is in their journey and allows a full 360° view of your customer. This kind of visibility gives your marketing team the ability for targeted messaging throughout every step of the sales process and means more data-driven decisions by all departments.

Gesso can connect to existing services and platforms directly, or if needed, through an API mediation layer or one-off service built in Express or Symphony to digitize all or part of the organization's unique B2B sales processes.

Symptoms: Weak Customer Retention and Loyalty

Declining customer loyalty and the high cost of customer acquisition highlight the need to build customer-focused digital assets for every stage of the user journey. Platform or software restrictions often stand in the way of making the changes your business needs to evolve. A disjointed tech stack makes platform restrictions more pronounced.

Integrating customer loyalty programs, encouraging repeat sales and suggesting service or product add-ons is generally impossible with traditional commerce architecture. The inability to support these features handcuffs businesses from improving customer experience and brand loyalty. Companies adopting robust commerce solutions to support marketing and sales teams will see profits and market share increase. Businesses that don't adopt a digital-first strategy in the new buying era will struggle to have their marketing messages heard, be unable to retain customers and lose market share.

"75% of B2B manufacturers will sell directly to their customers via digital commerce by 2025." – [Gartner's 2021 Digital Commerce State of the Union](#)

Improve customer retention and loyalty

Implementing a powerful CMS and commerce combination within a composable architecture allows your brand to build loyalty and gives your buyers the purchasing options they demand. Make reordering and replenishment orders simpler and improve customer loyalty and lifetime value.

Gesso's seamless integrations and commerce capabilities allow you to:

- › Adopt loyalty programs
- › Add subscription models
- › Add easy-to-use automatic reorder functions
- › Use target messaging wherever your users are
- › Add new digital sales channels at ease
- › Design custom user journeys

By giving the modern B2B buyer the online experience they are used to having in their life outside of work, leading-edge manufacturers will excel in areas of customer retention and

About Gesso and Acro Commerce

Gesso empowers manufacturers and B2B organizations to digitize manual sales and service processes. Create new online shopping experiences that align with the complexity of your products and services by breaking away from the restrictions of your existing business systems while leveraging the data from them. Get to market fast with a future-proof solution that allows you to connect with any new platform and incrementally scale at your pace.

Acro Commerce is a digital transformation company specializing in decoupled accelerators, developing tailored digital solutions for effective operations and scalable growth for the manufacturing and B2B sectors. Our composable solutions have empowered online manufacturers such as [USI Laminate](#), [Eikon Device Inc](#), [Hu-Friedy Group](#) and more to reach their digital commerce goals. Our expertise lies in consultation, decoupled accelerators, custom integrations and infrastructure needs. We continuously support those partners with an Agile integration framework that allows increased speed-to-market resulting in improved profit margins, sales volumes and overall market share.

Need an
introduction?
We got you.

Get your people to
call our people.

A quick 30-minute call could change the
face of your business online.

We will:

- > Demonstrate Gesso's capabilities
- > Offer no-pressure advice and insight
- > Find out if Gesso is the right solution for your goals

[Book a demo >](#)