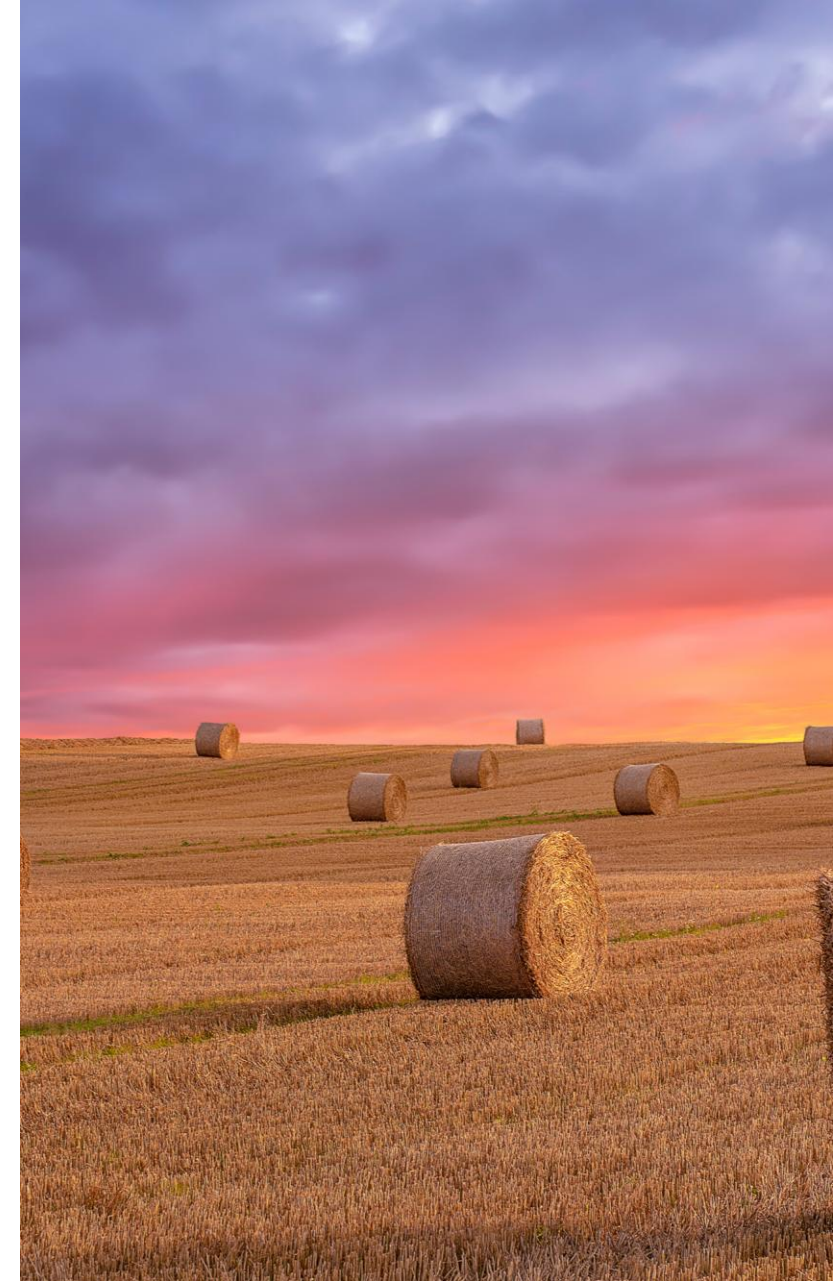


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# Finding the Needle in the B2B Haystack: Strategies for Sourcing Challenging B2B Audiences

# The B2B Needle

- Non-standard B2B audiences
- No clear, easy sample source
- Very low incidence, very niche, very hard to reach



# Considerations

- Abandon quant for qual
- Create appealing engagements
  - Incentives
  - White glove
- Use referrals



# Four Potential Approaches

1.



**Existing  
Resources**

2.



**Specialty  
Recruiters**

3.



**Industry  
Sources**

4.



**Online Sources/  
Networking**

# Existing Resources

1.

- Existing lists in the organization
- Branded research
- Senior/executive leadership communication
- Sales force communication
- Posting research link on company websites
- Opt in for future research



# Internal Resources: Case Studies

1.

## 1. Excess & Surplus agents/brokers

- Quant with N=100
- List from sales force, branded, communication from senior leader

## 2. P&C agents\*

- Quant with N=1300
- Including link on carrier and IIABA websites

## 3. Top Retirement Plan Consultants

- 12 IDIs
- List of 100 top retirement plan consultants vetted by sales/marketing



# Specialty Recruiters

2.

- Number of newer companies in the specialty recruiting space
- Some have existing databases, but most also do custom recruiting fresh, to track down almost any audience
- Expect high quality respondents and high costs



NewtonX



AlphaSights  
Knowledge on Demand



# Specialty Recruiters: Case Studies

2.

1. HRIS/ben admin company professionals in charge of creating and managing file feeds for employers
  - Custom recruit
  - 12 and 15 IDIs (two different studies)
2. Individuals at IMO firms who decide which products and providers to use (what goes on “the shelf”)
  - Custom recruit
  - 20 IDIs

Other audiences: HSA providers, insurance DMs in specific industries (energy, media, etc.), SMEs (financial services, real estate, etc.), CFOs, HR/Benefits DMs at 10K+ companies, PBM professionals



# Industry Sources

3.

- Most professions have professional organizations, trade pubs, and industry events
- Sometimes organizations and trade pubs will allow people to leverage their subscribers/members
- Industry events can be used for future or onsite recruiting



# Industry Sources: Case Studies

3.

1. Directors of large non-profits in arts & culture/human services
  - 24 IDIs, followed by a quant survey with N=125
  - Used subscription list from a non-profit publication
2. Long-haul truck drivers
  - Three, in-person focus groups
  - Sponsored a booth at MATS (Mid-America Trucking Show)
3. Brokers who sell group medical to large employers in specific states
  - Quant survey with N=150
  - Used subscription list for InsuranceNewsNet



# Build with Online Sources/ Networking

4.

- “Old school” approach of searching for websites and building sample piece by piece
- Social media groups
- LinkedIn searches / “*scraping*”



# Online / Networking: Case Studies

4.

1. DM on equipment for US police departments
  - Quant survey with N=100
  - Built sample list from online searches/websites
2. Specialist HCPs at burn centers
  - 24 IDIs
  - Built sample list from online searches/websites
3. Breast milk donation centers
  - 12 IDIs
  - With permission, posted in FB group of donating mothers and networked to centers
4. SME on caregiving facilities
  - 6 IDIs
  - Networked through LinkedIn to find and message experts on caregiving facilities



# Three Key Takeaways



## Identify Internal Tools and Resources

Use branded research to leverage brand/senior leadership cache, internal lists or contacts with your target audience, website interaction



## Identify Specialty Recruiting Partners

Vet and onboard specialty recruiters with experience sourcing your target audiences



## Identify Trade Pubs and Events

Understand what industry publications and events your target audience might engage with and leverage these

Happy to talk  
more, so feel free  
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