



TAPPING INTO THE MINDS OF TODAY'S TECH PROFESSIONALS

Your in-depth look at:

- The unique content habits and engagement behaviors of technology professionals
- How content choices shape the decision journey of those in the technology industry
- How tech marketers should create content that resonates with technology professionals



Section 1

Habit-Forming: What do the content behaviors of today's tech professional look like?



Section 2

It's About Impact: What types of content are getting tech professionals' attention?



Section 3

Tech at Your Service: What should you implement in your 2017 content plan?

Introduction

The Technology Professional Content Profile

Today's technology purchase path is a vast maze of complex twists and turns that require sophisticated mastery of the customer journey and its respective content needs. For tech marketers to make impact on the path to purchase, you must tap into the mind of the everyday tech professional and put that knowledge to work for you.

To do this in a meaningful way:

- ❖ Discover what the day-to-day content interactions of tech pros look like
- ❖ Learn how and why tech professionals engage with content
- ❖ Understand what tech professionals like to see in their preferred content

We surveyed **1,472 members** of the technology community to pool data-driven insights for marketers in this eBook.

Here's an inside look into new and effective ways to tap into the hearts and minds of your target technology audience.





Section 1:

Habit-Forming: The Everyday
Content Behaviors of Technology
Decision-Makers

One thing is for sure: Many, if not all, tech functions and roles are staying up to date on — [and influencing](#) — technology purchases at their companies. Technology is an integral aspect of every modern organization, and this is increasingly apparent in its complex purchase journey.

FAST FACT



Technology solutions that drive an organization's business forward and produce ROI require collaboration among a number of key ITDMs.

On average, that means engaging with at least 5 various functions and titles — and at least 15 people within those roles.¹

But while there is a wide range of technology personas, we can still derive important takeaways from the average techie's day-to-day content behaviors. Let's dive into the survey data and paint a picture of what these tech pros look like.

They're Copious Content Consumers

Those in the technology industry are consuming content more frequently than those in other industries. **In fact, 80% of technology professionals consume content on LinkedIn at least once per week, 45% consume it every week and 35% consume it every single day.**

FAST FACT



Research has shown that it's **best to post to LinkedIn once per day, and posting to groups regularly can be beneficial, too!** The best times to post on LinkedIn are 8:00–10:00 a.m. and 4:00–6:00 p.m.²

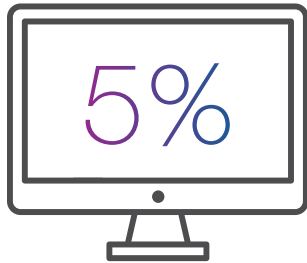
¹[IDG Enterprise](#), August 2016

²[Blog2Social.com](#)

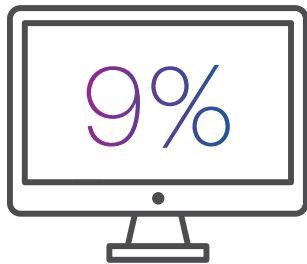
They're Energetically Engaging with Content

Tech professionals don't quickly glance at articles — they **actively engage** with content they're consuming. This is a great opportunity for marketers.

Here's the hard data on how tech professionals are engaging with content:

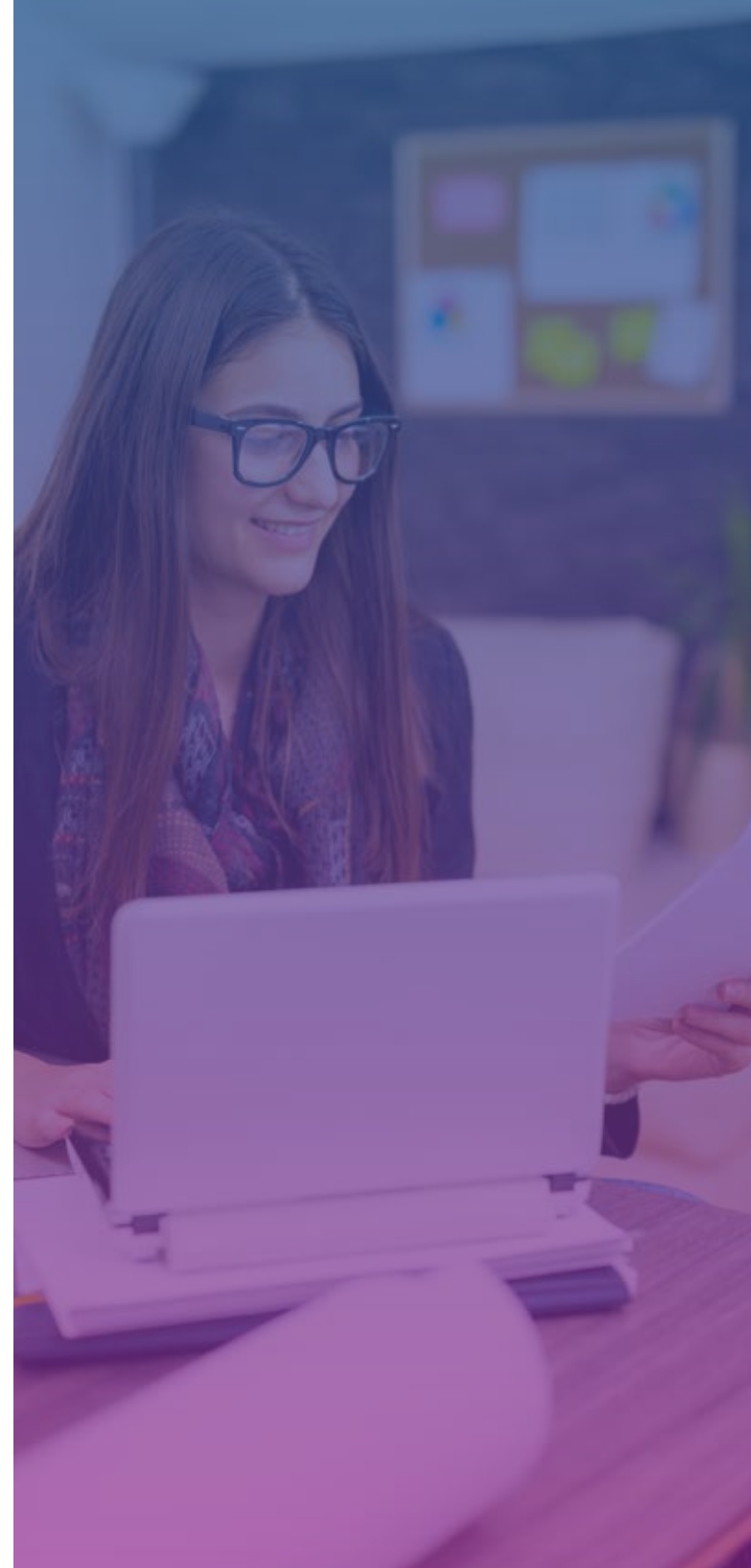


Tech professionals **“like” content 5% more often** than their non-tech counterparts.



Tech professionals **“share” content 9% more often** than their non-tech counterparts.

The tech audience spends longer periods of time consuming content, often reading posts and articles to the very end. If you're pouring your heart and soul into a high-quality, always-on content strategy, chances are your core audience will take notice and your efforts will be rewarded.



They're Often Inherently Introverted Individuals

Although tech aficionados are actively engaging with content, they tend to do so discreetly. In fact, they're much less likely to comment on content than their non-tech-minded peers; e.g., they're “liking” and “sharing” but not necessarily putting their own views out there.

FAST FACT



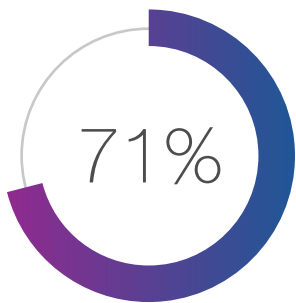
Many tech professionals are more private and selective than their non-technology peers.

Tech pros are **6% less likely** to share personal info.

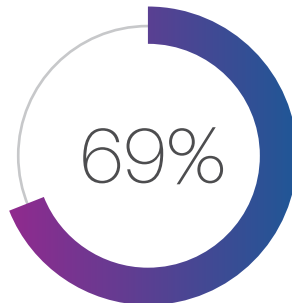
Tech pros are **9% less likely** to comment on content.

Click-Through Links Hold Real Power

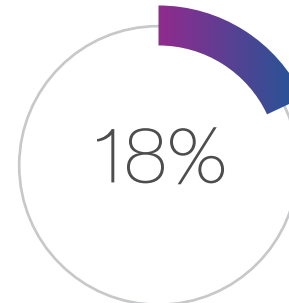
Tech-minded individuals will often click through an article for more info, making click-through links in your content all the more effective.



Tech professionals are **more likely to share professional and industry info** on LinkedIn (71% vs. 68%).



69% of tech professionals cited that they “at least sometimes” click through for more info.



18% of them cited that they “often” click through, compared to 15% of their peers.

Technology Events Grab Their Attention

Tech-minded individuals engage more heavily with events than their non-tech counterparts in other industries. Events are a great platform for formal knowledge sharing, deeply rooted in both peer-to-peer conversation and professional connections.

Since today's tech professionals are knowledgeable overall, delivering new ideas from credible experts and approaching topics in innovative ways is a must.

Given that the technology space hosts many events, tech marketers should seize this opportunity to make a great impression and build relationships along the customer journey. It can make a serious impact on your overall marketing strategy!



Brands Impact Their Content Perception

Our research found that tech professionals look to and leverage their employers, brands and peers for useful information.

- ❖ **69% of technology professionals** follow an expert or influencer on LinkedIn.
- ❖ Tech-minded individuals are **27% more likely to engage with content** from their own company.
- ❖ **10% are more likely to engage with content from brands** and 5% are more likely to engage with content from peers or colleagues.

FAST FACT



56% of technology professionals engage with companies or brands, and 41% of tech pros are more inclined to trust a company if they see posts from its employees!

If you're looking for a unique way to tap into this potential and launch an employee engagement plan to position your brand, [LinkedIn Elevate](#) might be a great tool for you. Elevate combines human curation with algorithmic recommendations from [LinkedIn Pulse](#) and [Newsle](#) to provide a constant stream of great content to read and share.

If your brand isn't [actively engaging](#) a community with your tech buyers, you're missing out. There has never been a more important time to build employee advocacy and internal thought leadership.

Extend the Reach of Your Content

Activate employees as brand champions, subject matter experts and peer influencers at your organization in 6 steps with **LinkedIn Elevate**.

Step 1:

Set your program goals and content strategy

Step 2:

Select your employee audience

Step 3:

Demonstrate the value to employees

Step 4:

Launch your program

Step 5:

Keep employees engaged

Step 6:

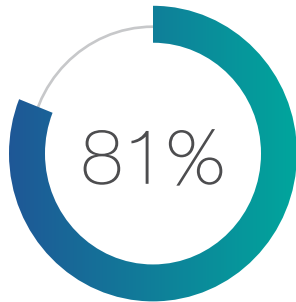
Measure your results



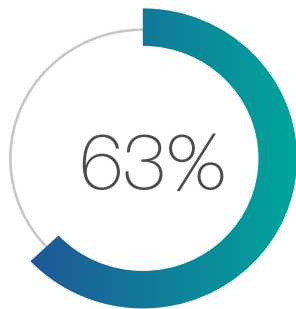
Section 2:

It's About Impact: Influence Tech Professionals and Win Their Business

Let's look at the technology content landscape: What sources are most important to technology professionals when they consume and interact with news, updates and information?



Tech professionals leverage LinkedIn more than other networks to connect with colleagues, with **81% relying on the platform** to keep up with industry trends, news, events and peer activity.

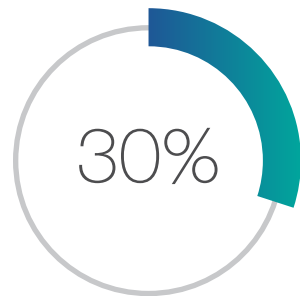


Tech professionals also use LinkedIn to market themselves — **63% of those surveyed lean heavily on LinkedIn** for developing and marketing their businesses.

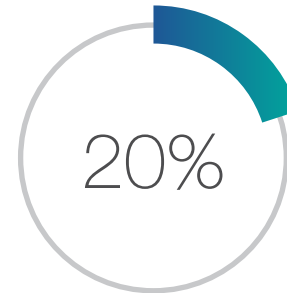
Technology professionals are consistently sharing content, **and they like having quality sources to pull from.** Companies and brands that understand the nuances of today's technology community will succeed, inspire and attract them to their products. 41% feel inspired by companies that produce content they enjoy — and are also more interested in working for that company as a result.

Experts and influencers have more value and meaning on LinkedIn to the technology audience!

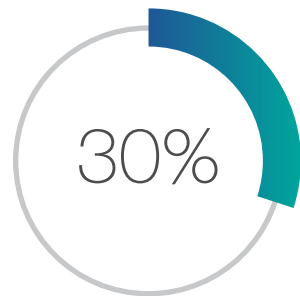
Tech professionals are also consuming media in a number of unique ways. When compared to their peers, they:



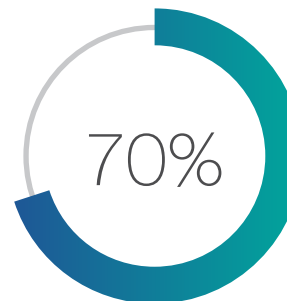
Listen to podcasts (30%,
more than their non-tech
peers at 14%)



Watch webcasts (20%,
compared to 12% of non-
tech peers)



Download white papers
(a whopping 30%, as opposed
to only 9% of non-tech peers)



**Follow a recognized
industry expert/executive**
(70%, compared to 47% of
non-tech peers)

Tech professionals don't always broadcast their points of view or offer up controversial opinions, but **they are more likely to actively engage with a piece of content that does.**

Now we know how technology professionals engage with content, but what are their motivations? Which forms of content are most useful?

Here are some of the top reasons tech professionals engage with content on LinkedIn:

- ✦ It's well written **(25%)**. Quality matters.
- ✦ I like hearing from influencers I follow **(26%)**. Thought leadership from respectable peers and industry leaders is favored by tech pros.
- ✦ It's relevant to my company **(35%)**. Helping tech pros do and learn more about their jobs is key.
- ✦ Others in my network will find the topic appealing **(42%)**. Tech pros aim to participate in peer-to-peer discussion and share with those who are like-minded.
- ✦ It helps with skill development **(42%)**. Education is paramount to tech-minded individuals. They want content that provides new information and helps them hone their skills.

Tech professionals are most likely to engage with the following types of content:



Case studies: **55%**



Infographics: **43%**



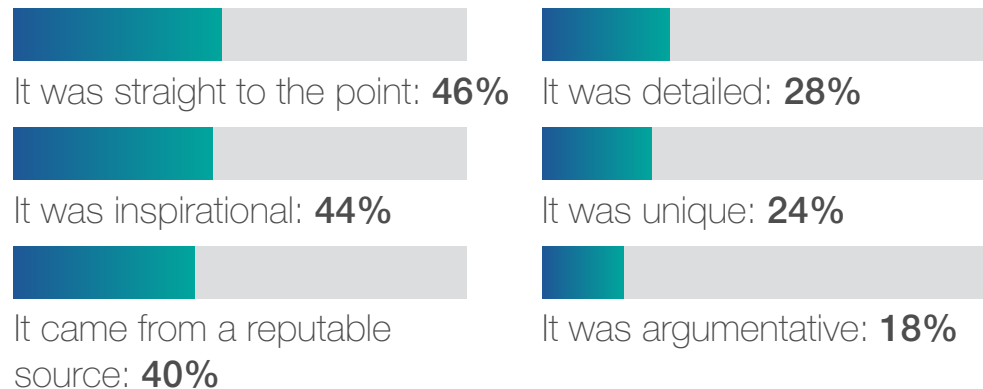
E-books: **22%**

The relationships you build and the content you share will shape your success as a marketer. Take the content needs and preferences of today's technology professionals to heart.

Research shows that the most effective content is:

- 1 **Interactive.** Interactive content has more power to convert buyers. In fact, it converts buyers moderately or very well 70% of the time, compared to just 36% for passive content.³
- 2 **Simple.** A major barrier cited by 8 in 10 ITDMs is being able to find quality information that is not "overloaded" with jargon and confusing wording.³
- 3 **Accurate and unbiased.** 72% of ITDMs cite "reliable and accurate content or information" as being important and 69% point to "straightforward, unbiased coverage" as a top characteristic.³

And the data we pulled fully supports this. When asked about the last piece of content they enjoyed reading, tech professionals said:



³Enhancing the Buyer's Journey: Benchmarks for Content and the Buyer's Journey. June 2014. Demand Metric Research Corporation.





Section 3:

Tech at Your Service:

What Should You Implement
in Your 2017 Content Plan?

What should be the tech content creation process look like? How can you craft quality content that resonates with the technology audience?

Step 1: To decide what types of content and topics

to create, put yourself in the minds of your tech customers. An effective content marketing strategy should focus on creating and sharing helpful, relevant content that inspires, educates, solves problems and sometimes entertains.

Step 2: Instead of focusing on making a sale at every turn, **focus on helping and informing.** Since ITDMs are [67% more likely](#) to consider a vendor who educates throughout each stage of the buying process, an “always on” approach is a winning strategy.

Step 3: Provide pertinent, personalized content to both prospects and existing customers throughout the entire technology lifecycle. Tech buyers are constantly seeking information to inform, validate or influence their decisions, even after they’ve selected or proceeded with a vendor.

Step 4: Don’t forget about your post-sale strategy.

[Our research](#) has found that tech marketers too often neglect their customers after the sale; a time when the appetite for education and expertise remains strong.

Step 5: Have the courage to invest in uncharted content territory. It’s no easy task, but will pay off in dividends, reduce churn, build advocacy and ensure you have happy, returning customers.

Here are a few insights to to directly appeal to tech buyers.

If you want to tap into this audience with your content, you should:



Get to the point



Include key details



Have a sense of humor



A point of view doesn’t hurt, either!

FAST FACT



67% of ITDMs are more likely to consider a brand that educates them about a solution throughout each stage of the buying process.⁴

Key Takeaways

Enhance your technology marketing efforts with these tips:

- 1 **Post weekly to LinkedIn.** Tech professionals are consuming content at least once per week.
- 2 **Tech professionals are more likely to read your entire post and article** — make it count with great content.
- 3 **To build employee advocacy and internal thought leadership, leverage LinkedIn Elevate** and cultivate brand champions, subject matter experts or peer influencers at your company.
- 4 **LinkedIn company pages are still important** — ensure you're posting content regularly to stay top-of-mind with your tech audience!

When it comes to a high-quality, always-on content strategy, technology marketers don't have to shoot in the dark for ROI. By understanding the habits, preferences and day-to-day activities of tech decision-makers, marketers can take their content strategy to the next level and hit the bullseye every time.

For even more great insights for tech marketers, visit our [LinkedIn Marketing Solutions blog!](#)

⁴[Nurturing the IT Committee](#), August 2014