

# Engaging the full buying committee

Tips for  
technology  
marketers



# The technology buying decision is becoming more decentralized

Technology marketers need to understand, define, and engage the full buying committee.

**63%** of the purchase decision is now influenced by non-IT functions<sup>1</sup>

Get more insights



<sup>1</sup> The Age of Agility, LinkedIn

<sup>2</sup> How to Market to B2B Technology Buyers, Gartner

<sup>3</sup> The Tech Buying Revolution will be Anonymous, LinkedIn

# What are the implications for technology marketers?

Look beyond IT decision makers to engage the various stakeholders involved in the buying decision

**14 to 23 people**  
on average are involved in a technology purchase decision<sup>2</sup>

Today's technology buying committee is growing increasingly diverse with IT and other back-office functions like finance, sales, and business development laying the groundwork for front-office functions to share feedback during purchasing decisions.

Review your marketing plans to address anonymous buyers within the buying committee

**75%** of B2B buyers are unwilling to share contact details in exchange for information<sup>3</sup>

Since many stakeholders are not directly signing off on the purchase decision, they prefer to stay anonymous.



# 3 tips for marketing to the full buying committee

- 1 Anchor your marketing plans on reputation, recognition, and reviews.
- 2 Use a full-funnel strategy to address buyers' needs at different stages of the purchase journey.
- 3 Create evergreen content that holds attention throughout the journey, which can extend over 12 months for 40% of buyers.<sup>4</sup>

40%  
of buyers

<sup>4,5</sup> The Age of Agility, LinkedIn

## Reputation

### Grow your brand's share of voice for top-of-mind recall

- Use your LinkedIn Page and Showcase Pages to deliver original content such as thought leadership, customer reviews, and industry news.
- Create Sponsored Content ads by repurposing content that has resonated with your audience. Successful blog posts, condensed YouTube videos, and social media posts that have done well on other platforms can all be used to build Sponsored Content campaigns.



ADP revamped their LinkedIn Page, working with their PR and research teams to repurpose existing content

[Read the full story](#)

2X

increase in  
Page Followers

1.3M

monthly Page impressions,  
up from 300

## Recognition

### Showcase your brand's industry expertise

- 76% of technology buyers agree that expertise and knowledge is important when selecting a vendor.<sup>4</sup>
- Build campaigns to demonstrate the value and relevancy of your offerings and how buyers can extract maximum ROI from their technology investment.

76%

## Reviews

### Turn your best customers into social proof

- Professional peer reviews are the #1 driver of increased product awareness, knowledge, and trust.<sup>5</sup>
- Share customer success stories and use LinkedIn Product Pages to tap into the review economy mindset.

#1