

## Expect the unexpected. Prepare to adapt.

2020 accelerated today's evolving world of work into an era we call the Age of Agility. With new trends emerging, how can technology marketers adapt and work smarter in the decade ahead?

LinkedIn conducted our **largest global survey** of technology decision-makers across the United States, Canada, Europe, Asia Pacific and Latin America.



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## Five key trends to help technology marketers prepare for the Age of Agility:

### 1. Empower the next generation of IT guides

A wide range of non-IT functions are collaborating on technology purchases. To help drive consensus, IT must act less like a gatekeeper, and more like a guide

Purchasing responsibility is almost **equally shared**

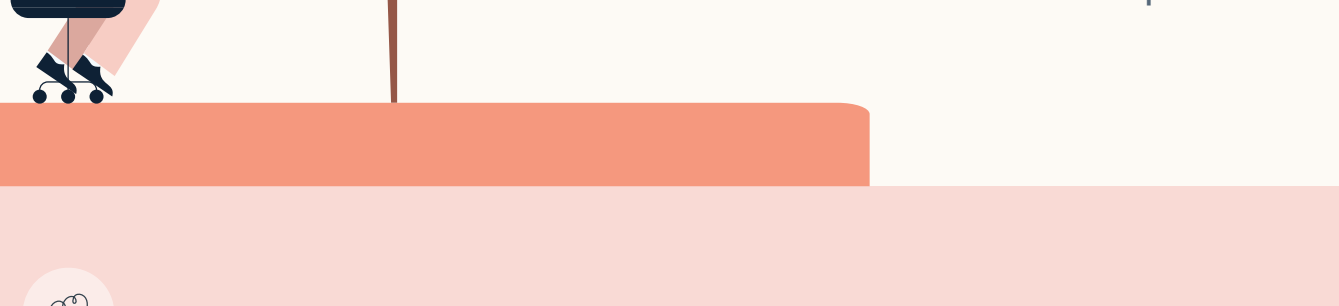
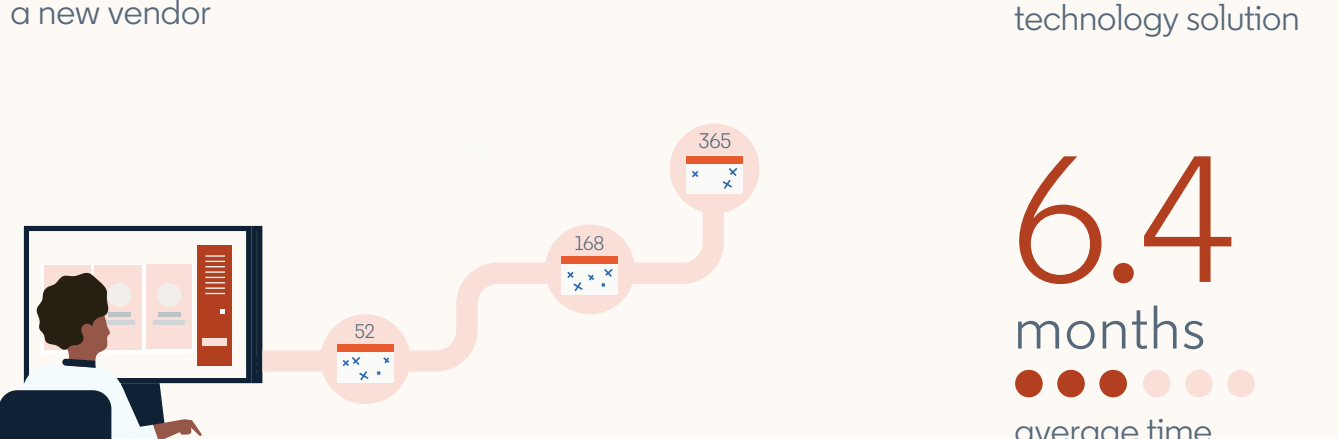
54% IT / 46% non-IT

63% of decisions are influenced by functions outside IT

Technology marketers should work to **increase brand and product familiarity** across key buying committee audiences

### 2. Aim for fame in the customer journey

Brand remains a catalyst for differentiation in a crowded market, especially when buying journeys are long



With decision-makers more heavily involved in early buying stages, **building awareness** through brand is more important than ever

### 3. Address the committee's paradox of needs

Technology buying decisions are expected to meet a vast set of requirements



Technology marketers must help potential customers navigate their paradox of needs by demonstrating: **reliability + value + relevance**

### 4. Spark the virtual water cooler

With social media democratizing the buying process, reputation is everything



Technology marketers can **spark the virtual water cooler** by giving end users something to talk about **through community and conversation**

### 5. Seize the post-sale frontier

With budgets under scrutiny, vendors should seek to unlock greater value for existing customers

Top purchasing drivers for technology decision-makers



Technology marketers can harness the power of **post-sale support** to boost cross-sell, upsell, and retention rates

With the global pandemic significantly impacting technology budgets, usage, and adoption, we've entered a new era of innovation, market forces, and decision-making.

These five key lessons will help you grow and advance in the **Age of Agility**.

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