

# Revealing the Future of Tech Marketing



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# Tech buying isn't what it used to be

This should be a boom time for the tech sector, with businesses buying new solutions at an astounding rate – and innovative tech businesses around the world posting spectacular growth figures.

Worryingly though, LinkedIn data shows that tech marketers are, on average, 10 percentage points less happy than their marketing peers. They may be converting impressions to leads at a rate of 0.8%, enough to keep their business growing, but they can't ignore the huge missed opportunities out there – the 99.2% of prospects who are failing to engage.

Tech marketers are disconnected from the vast majority of buyers and influencers who could be driving growth for their businesses because of the way that tech buying has changed in the last few years. Rather than engaging a single IT decision-maker who's motivated to become a lead, they must inspire and incentivise a chaotic line-up of anonymous buyers. These people don't want to fill in forms or talk to sales teams – but they are making purchase decisions anyway.

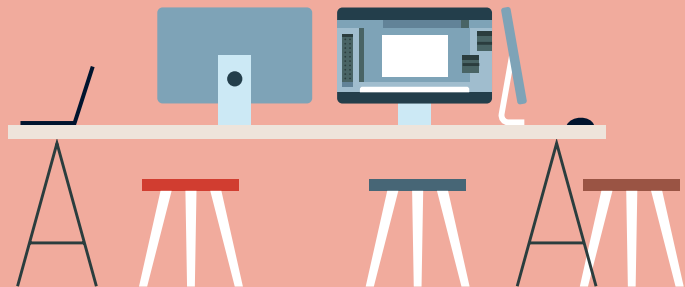
Doing this requires a rethink of the traditional tech marketing model, and a new approach to delivering valuable opportunities to sales.

In this quick guide, we reveal how to take the guesswork out of modern tech marketing – and adjust your approach to thrive in the era of the Anonymous Buyer.

**Enjoy!**



# Guess Who's Buying

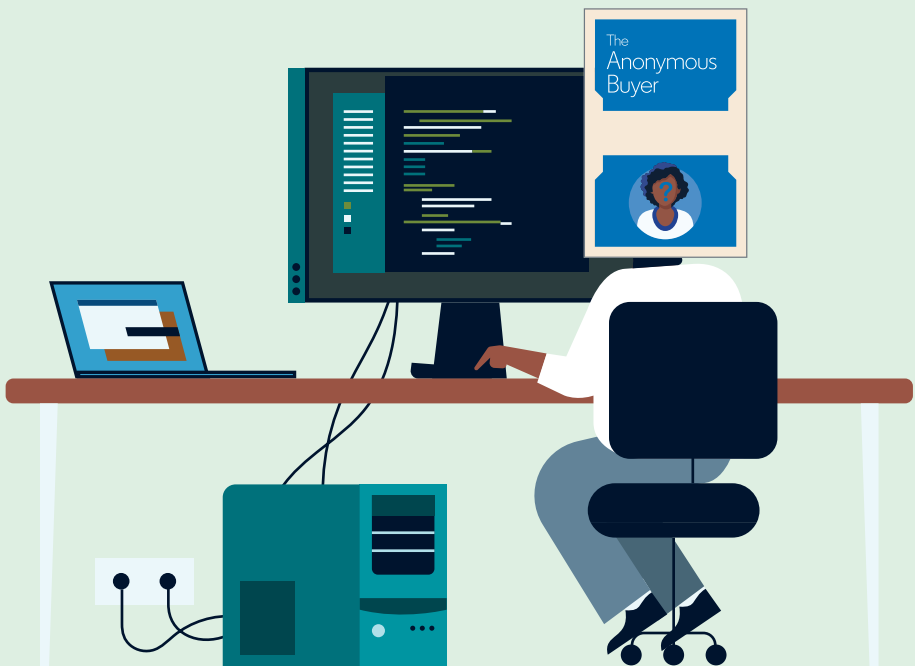


# 4 out of 5 employees now participate in tech buying

Tech buying initiatives can come from anywhere – and tech buying decisions are no longer taken by a single IT decision-maker. In fact, only around half of B2B tech purchases are now signed off through official channels. Tech buying has become anonymous and unpredictable.



# The Anonymous Buying Revolution



Tech marketing organisations grew up with single IT decision-makers – individual experts within a business whose job it was to stay on top of potential solutions, talk to vendors, analyse specs and make purchase decisions.

It was part of these decision-maker's job to become a marketing qualified lead.

The problem is, in 2019, this single IT decision-maker is no longer at home. They escaped from a role trying to police all buying decisions single-handed – because it was an increasingly impossible job to do.

Today, businesses stay innovative and agile by empowering tech-savvy employees, developers and department leaders to take the initiative on buying decisions.

These are the people drawing up shortlists, making recommendations, signing up for trial versions and freemium models. However, they're not the people writing big cheques for enterprise-wide purchases. Therefore, they don't see it as their job to fill in a form, speak to a sales rep – and become a lead.

As a tech marketer today, you have to inspire, engage and incentivise the 87% of tech buyers who say they will never complete a data capture form. Only a quarter of these buyers say that it's easy to get the information they need.

**You have to market to the Anonymous Buyer!**



# Guess Who's Winning





# Top Tech Lead Generators have 78% more brand marketers and 75% fewer demand gen marketers

We analysed the make-up of marketing teams at the B2B tech businesses that are most effective at driving clicks to lead generation opportunities at scale. And we discovered something really surprising. The businesses that create most lead generation opportunities have fewer marketers in specific demand generation roles – and almost twice as many marketers in brand roles.



# Principles of top-performing tech marketing teams



## Why do the most successful tech businesses for generating leads tend to have more brand marketing roles and fewer demand gen roles?

It's because they are taking a more holistic approach to generating leads. Rather than focusing on the bottom of the funnel, they are building a broader demand generation system that's designed to engage the anonymous buyer. This enables them to engage at scale all of those involved in proposing, influencing and deciding on tech purchases.

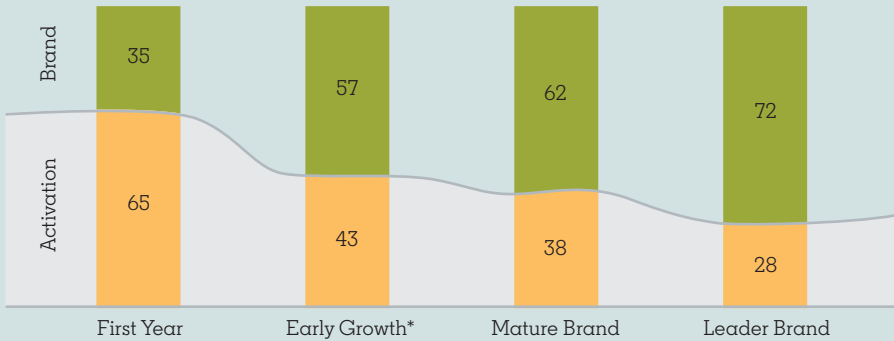
It's not the skills of their marketers that define these businesses – it's the roles those skills are used in:

- There are few significant differences in skills distribution between the Top 20 lead generators and their peers.
- 32% of brand marketers in the Top 20 also have Lead Generation as a skill, 56% have Social Media skills and 18% have Content Strategy skills.
- Marketers in the Top 20 are less likely to be in silo'ed roles defined by channel or tactic, and more likely to be in audience-centric roles focused on industry verticals or segments.
- 33% of marketers outside the Top 20 have Brand skills and 37% have Product Marketing skills – but they are far less likely to be in roles focused on these areas.
- Top 20 companies are significantly more likely to recruit brand marketers from outside the traditional tech sector, exploring different approaches to the role of brand in tech.



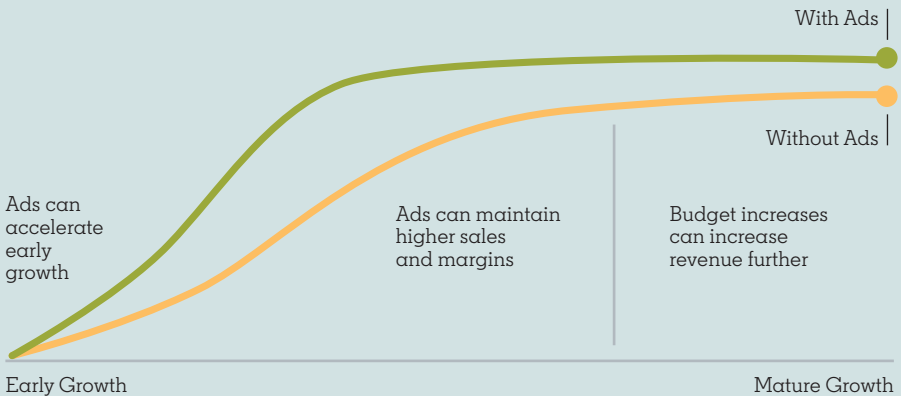
# It's Not Guesswork: The Science of Brand and Demand

## Optimum Mix of Brand and Activation in B2B



Les Binet and Peter Field have conducted groundbreaking new research into balancing brand and activation marketing in B2B, in partnership with LinkedIn and using IPA data. Their study proves that long-term investments in brand are essential for driving sustainable business growth and profitability. As brand fame increases, businesses reap greater returns from demand generation.

## Advertising Accelerates Business Growth



Brand marketing accelerates growth in the early stages of a new tech business's life, when word of mouth about its proposition also plays a role. As the business matures, its importance quickly increases. No tech business can rely on organic awareness or word of mouth for long.

# You Don't Have to Guess What to do Next



# How to market to the anonymous buyer:

## The key take-aways:

- Inspire potential anonymous buyers with an accessible vision of how your solution can change their lives
- Treat your buyers and influencers as valued customers *before* they become a lead
- Don't make engagement conditional on completing a data capture form
- Empower your marketing teams to use brand skills to build a broader lead generation system
- Cultivate hybrid marketers who are capable of thinking in both brand and demand gen terms
- Take an audience-centric approach to organising your marketing team
- Aim to balance brand and activation marketing by devoting a realistic portion of budget to building long-term brand awareness and fame



For more information  
on marketing to  
the Anonymous Buyer,  
contact your  
LinkedIn representative

