



8 key marketing strategies for technology companies

At Web Insights, we're passionate about empowering tech marketers to stay ahead of the curve. So, we've pulled together 8 key strategies to kick marketing success up a notch.

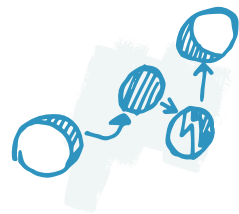
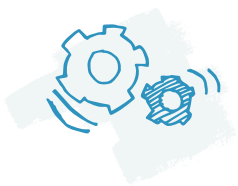


Introduction



For world-leading technology marketers, working strategically is second nature. But, when the amount of competition is growing every day, your teams are having to pivot to changing work environments, and the need for digital transformation on the rise — we have to take our strategies to the next level to thrive.

- 01 **Sales and marketing alignment as a priority**
- 02 **Cater to the digitally-informed buyer**
- 03 **Focus on your brand's visibility**
- 04 **Embrace agility**
- 05 **Make data-driven decisions**
- 06 **More content, more often**
- 07 **Provide social proof**
- 08 **Invest in automation**



1. Sales and marketing alignment as a priority

Marketing and sales teams are famously misaligned; consistently working in silos, miscommunicating, and even fighting for budgets. To efficiently maximize the performance and results of both teams, your organization must prioritize an integrated, seamless marketing and sales approach. According to Review24, companies with aligned marketing and sales teams are **67%** more efficient at closing deals — which means better ROI from marketing efforts and **Marketing Qualified Leads (MQLs)**.

2. Cater to the digitally-informed buyer



B2B tech and SaaS buyers are conducting more research than ever before — and they can access it all in a matter of seconds. Your content, **your website**, and your communication strategy must meet this increased demand for information; and the increased demand for instant answers.



Ensure your site makes inquiring easy and intuitive.



Create content that showcases the value of your products, without becoming a sales pitch.



Your website should be an engaging, optimized hub — ready to captivate visitors, capture leads and deliver the right content at the right time.

3. Focus on your brand's visibility

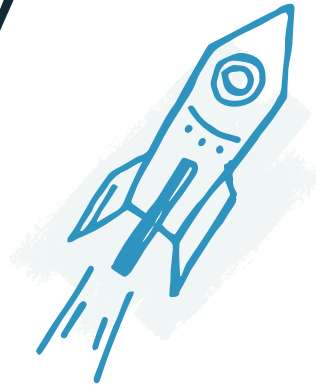
From your Search Engine Optimization (SEO) strategy and PR plan to your social media presence and paid-for ads, getting noticed by the right audience, in the right places, at the right time, is vital. While spreading your message far and wide has its benefits — identifying key audience segments and ideal buyers, and then **personalizing to those buyers**, gives you the best chance of getting seen by an audience that's ready to take action and drive results.

4. Embrace agility

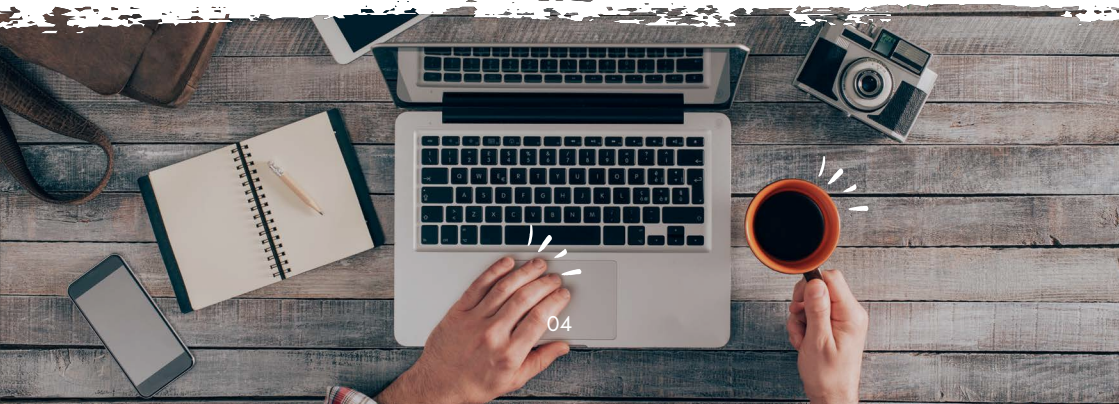
According to Agile Sherpas, more than

80%

of agile marketers are satisfied with how their teams manage work.



This makes sense when we consider the benefits of **agile working**; from an increase in productivity and innovation, to better alignment and an enhanced ability to pivot to business priorities. Strategic marketers must prepare for continued flexibility, and weave agility into the core of their business, tactics and team members.



5. Make data-driven decisions

In 2019, Gartner predicted that by 2020

90%

of corporate strategies would explicitly mention information as a critical Enterprise asset, and analytics as an essential competency.

McKinsey found that data-driven organizations are **23 times** more likely to acquire customers. It's simple. The right data will unlock a **world of opportunities** — from brand new audiences and existing customer behavioral insight, to product feedback and website performance.

Invest in tools and solutions that enrich your data; use it to inform your decisions, and ultimately enhance business results.

6. More content, more often

Think outside the box when it comes to increasing your content strategy — and deep-dive into existing data before making any decisions.

- What worked well?
- What does your audience respond best to?
- How have you measured the success of your content previously?
- Consider what the purpose of your content is — are you generating leads? Increasing brand awareness? Or informing the market?

And think of **new and innovative** ways to distribute and repurpose that content to increase its life cycle.



7. Provide social proof



Your existing customers are your most valuable asset; and not just because they are responsible for your business revenue and ideal for upselling and cross-selling opportunities. They also play a vital role in your wider **lead generation and marketing strategy**.



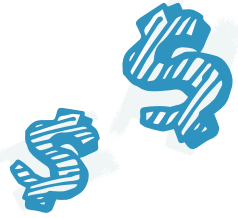
Start by building a strong relationship with your clients through exceptional customer experience.



Then, begin building a library of testimonials, case studies and reviews. You may even consider professional partnerships for mutually beneficial results.



8. Invest in automation



As tech and SaaS marketers, we understand that the market is full of exceptional tools, ready to transform the marketing and business world as we know it. But, are you harnessing the very best solutions and technology to amplify your own results? It has never been more important to **invest in automation**; to enhance overall performance, drive success at scale, humanize communications, remove human error, and optimize efficiency.


Take **website visitor automation**, for example; an innovative and exceptional way to instantly transform website visitors into actionable, engaged opportunities, and route them in real-time to the most relevant stakeholder within your business.



Web Insights is a highly advanced website visitor automation solution that empowers technology and SaaS marketers to harness the power and potential of their website data. Using intelligent automation algorithms, the solution seamlessly routes website visitor intel across the business into your technology stack for nurture, while simultaneously identifying whether they are a lead, existing customer or lapsed customer.

The powerful solution integrates with all martech automation and CRM platforms, enabling B2B marketers to shorten sales cycles, create outstanding customer journeys, manage data, set up stakeholder alerts; and capitalize on every lead, every opportunity, and prospect — in real-time.





Close **more business** than ever before, and
drive business success with **Web Insights**.
Real-time engagement; real-time success.

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