

How to engage IT decision-makers

The tech buying process is complex! Given the role technology plays, especially in times of economic disruptions, IT decision-makers have a demanding role and need educational resources throughout the purchase process. Technology marketers need to target all levels of the IT organization with messages tailored to the right buyer at each stage of the process—but that isn't as easy as it sounds... or is it? Here is a roadmap to help you deliver the right content, to the right person, at the right time, in the right format.

90%

of tech buyers are willing to register for content throughout the tech purchase process

But only **44%** of downloaded work-related content provided them with value over the past 12 months

87%

of tech buyers say it's somewhat to very challenging to find high quality content and trusted information to make an informed purchase decision comfortably

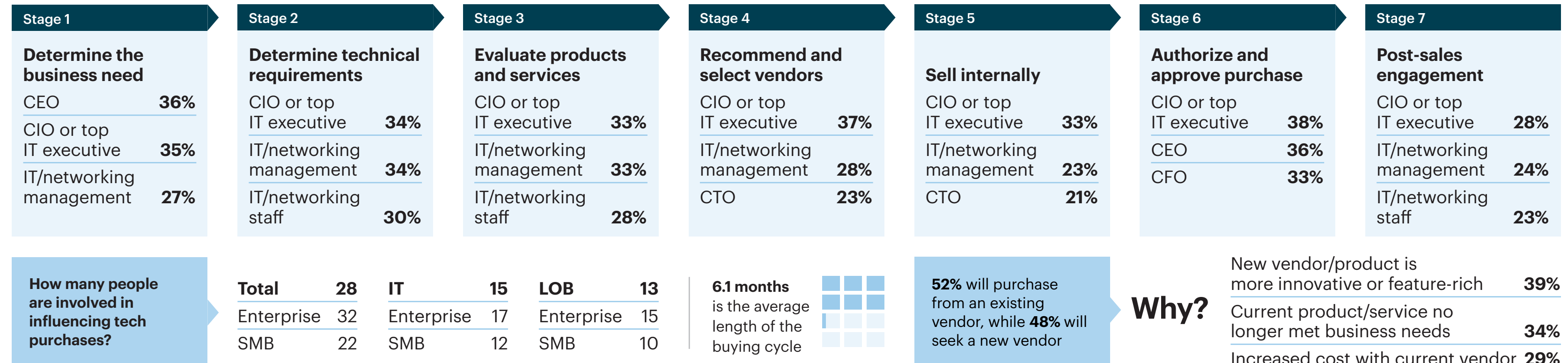
Top 3 challenges

Too much marketing hype/empty buzzwords	39%
Lack of truly independent, unbiased information	35%
Information is too general	27%

1 Know your target customer

Leadership shifts with each stage of the purchase process

The purchase process



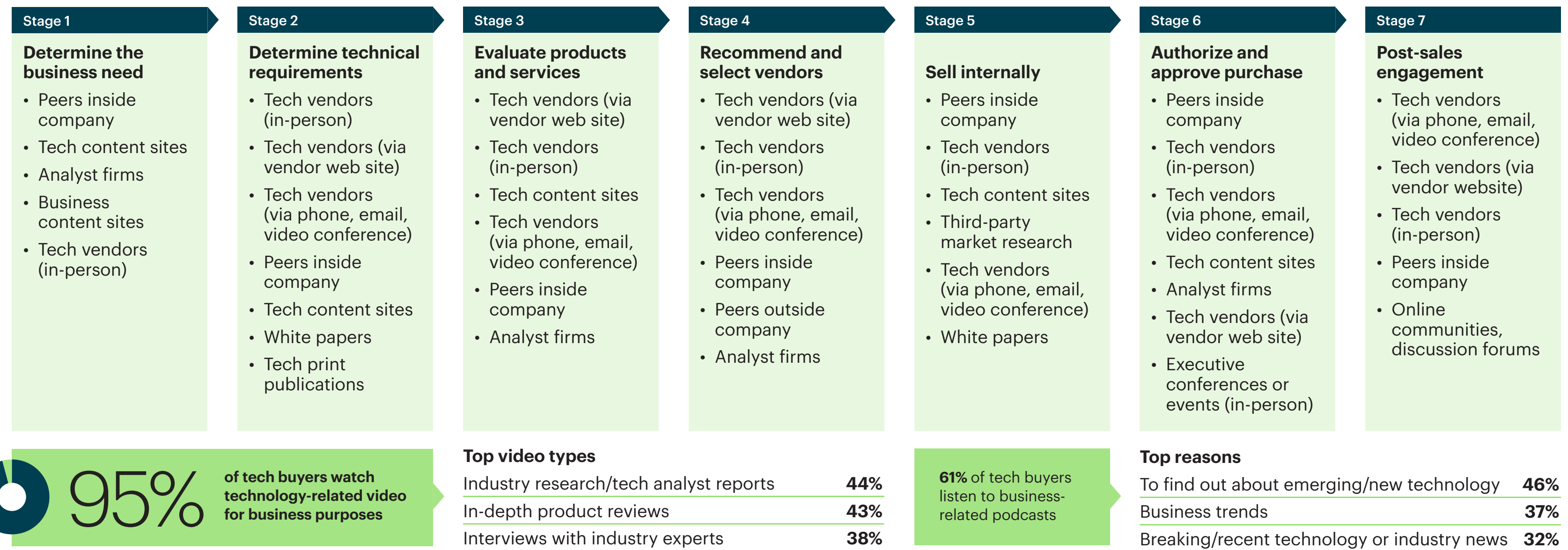
Why?

New vendor/product is more innovative or feature-rich	39%
Current product/service no longer met business needs	34%
Increased cost with current vendor	29%

2 Where do they find information?

Consider where tech buyers look, and how much content they need during each stage of the purchase process

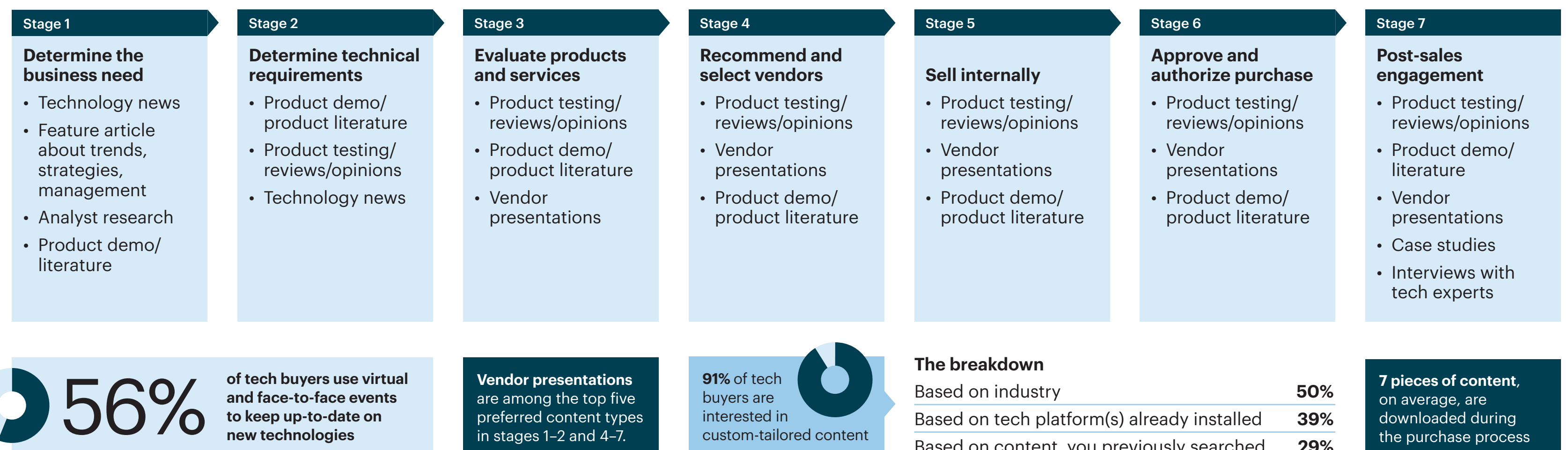
The purchase process



3 What type of content do they use?

Each stage of the purchase process requires specific content to engage

The purchase process



4 Why do they engage?

Willingness to share can make tech buyers your brand advocate

65%

of tech buyers say that they typically spend more time consuming content from known and trusted brands because they're confident their time will be well spent.

Information topics of most interest when researching new technology

Skills/roles information needed to deploy/support technology	52%
Business value of technology	58%
Pain points the technology addresses	55%

96% of tech buyers share information about a technology vendor if they:

Have a great customer experience	48%
Provide timely, relevant content	43%
Provide content with "how-to" information	40%

Vendor awareness impacts their decision to engage with certain content

Product reviews	86%
Case studies	49%
Third-party market research	44%
Technology-related videos	44%

5 The 3 keys to increase sales

Become an integral part of your customers' research process

1. Knowledge

96% of tech buyers have responded to outreach from a potential vendor

When do they respond to vendor outreach?

Shared valuable content or information	47%
Knowledgeable about business or specific challenges	47%
Demonstrated honesty/transparency	42%

2. Timing

68% of technology decision-makers say that the **vendor who responds to their questions** in a quick and thoughtful manner usually gets the business.

17.5 hours is the average time tech buyers expect follow-up after filling out a contact form to learn more about a product.

▲ Up from 16 hours in 2022

3. Trust

78% of tech buyers say that **when a technology brand is known and trusted**, it increases the likelihood that they will be added to the short list.

How can vendors introduce new technology products or services?

Emerging vendors	
Show how they stand against competition	55%
Provide detailed product information	53%
Provide case studies/proof of concept	52%
Well-established vendors	
Provide detailed product information	58%
Provide case studies/proof of concept	57%
Show believable ROI information	56%
Provide insight into product roadmap	55%

We know and serve the information needs of IT decision-makers on a local, regional and global level. These relationships allow us to identify and engage the world's most influential tech buyers. **Partner with Foundry to simplify your marketing with data-driven media and martech solutions.**

Follow these 5 tactics to boost relationships with tech buyers

1. Create content using insights into IT leaders and their LOB counterparts
2. Develop content that speaks to key stakeholders during the purchase process
3. Deliver your content and message at the right time via preferred channels
4. Ensure timely follow-up from knowledgeable representatives
5. Build credibility and trust with decision-makers