# 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.

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

buyers say it's somewhat to very challenging to find high quality content and trusted information to make

an informed purchase

decision comfortably

33%

23%

21%

Top 3 challenges Too much marketing hype/empty buzzwords 39% Lack of truly independent, unbiased information 35%

Information is too general

Know your target customer

> Leadership shifts with each stage of the purchase process

### The purchase process

Determine the business need	
CEO	36%
CIO or top IT executive	35%
IT/networking management	27%

**Determine technical** requirements CIO or top IT executive 34% IT/networking management 34% IT/networking staff 30%

28

22

**Determine technical** 

Tech vendors (via

vendor web site)

(via phone, email,

video conference)

requirements

Tech vendors

Tech vendors

Peers inside

(in-person)

IT

SMB

Enterprise

Stage 2

Total

**SMB** 

Stage 2

Enterprise 32

**Evaluate products** and services CIO or top IT executive 33% IT/networking management 33% IT/networking staff 28%

LOB

SMB

Enterprise 15

10

Stage 3

15

17

12

CIO or top IT executive **37%** IT/networking 28% management CTO 23% 6.1 months 13 is the average

length of the

buying cycle

Stage 4

Recommend and

select vendors

Stage 4

**52%** will purchase from an existing vendor, while 48% will seek a new vendor

Stage 5

**Sell internally** 

CIO or top

IT executive

IT/networking

management

CTO

Stage 6 Authorize and approve purchase CIO or top IT executive 38% **CEO** 36% **CFO** 33%

Stage 7 **Post-sales** engagement CIO or top IT executive 28% IT/networking management 24% IT/networking staff 23%

39%

34%

46%

**27**%

How many people

are involved in

purchases?

influencing tech

## 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

## **Determine the**

## business need

Stage 1

- Peers inside company
- Tech content sites Analyst firms
- Business content sites
- Tech vendors (in-person)
- company
- Tech content sites White papers
- Tech print publications

## and services

Stage 3

 Tech vendors (via vendor web site)

**Evaluate products** 

- Tech vendors (in-person)
- Tech content sites Tech vendors
- (via phone, email, video conference)
- Peers inside company
- Analyst firms

#### **Recommend and** select vendors

Tech vendors (via

- vendor web site) Tech vendors (in-person)
- Tech vendors (via phone, email,

video conference)

- Peers inside
- company Peers outside
- company Analyst firms

Stage 5

#### Sell internally Peers inside

- company Tech vendors
- (in-person) Tech content sites
- Third-party market research
- Tech vendors (via phone, email, video conference)

related podcasts

White papers

### Authorize and

Stage 6

Why?

#### approve purchase Peers inside

- company Tech vendors
- (in-person) Tech vendors
- (via phone, email, video conference)
- Analyst firms
- Tech vendors (via vendor web site)
- Executive conferences or

events (in-person)

#### **Post-sales** engagement

Stage 7

Increased cost with current vendor 29%

 Tech vendors (via phone, email,

video conference)

 Tech vendors (via vendor website)

Tech vendors

- (in-person) Tech content sites Peers inside
  - company Online

New vendor/product is

more innovative or feature-rich

Current product/service no

longer met business needs

communities, discussion forums



### Top video types

Industry research/tech analyst reports 44% In-depth product reviews 43% Interviews with industry experts 38%

#### Top reasons **61%** of tech buyers listen to business-

To find out about emerging/new technology Business trends

**37**% Breaking/recent technology or industry news 32%

## What type of content do they use?

Each stage of the purchase process requires specific content to engage

## The purchase process

## **Determine the**

Stage 1

## business need

- Technology news Feature article about trends, strategies,
- management Analyst research
- Product demo/ literature

## Stage 2

#### **Determine technical** requirements

- Product demo/ product literature
- Product testing/ reviews/opinions
- Technology news

of tech buyers use virtual

and face-to-face events

to keep up-to-date on

new technologies

#### Stage 3 **Evaluate products** and services

- Product testing/
- reviews/opinions Product demo/
- product literature
- Vendor

presentations

**Vendor presentations** 

are among the top five

in stages 1-2 and 4-7.

preferred content types

#### **Recommend and** select vendors

Stage 4

- Product testing/
- reviews/opinions Vendor
- presentations
- Product demo/ product literature

## Sell internally

Stage 5

## Product testing/

- reviews/opinions
- Vendor

The breakdown

Based on industry

presentations Product demo/

## product literature

#### Approve and authorize purchase

Stage 6

- Product testing/
- reviews/opinions Vendor
- presentations
- Product demo/

product literature

## engagement

**Post-sales** 

Stage 7

- Product testing/
- reviews/opinions Product demo/
- literature Vendor
- presentations Case studies
- Interviews with tech experts
- 7 pieces of content, on average, are downloaded during

the purchase process

**55**%

**55%** 

Why do they

engage?

Willingness to share can make tech buyers your brand advocate



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

technology addresses

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

**91%** of tech

interested in

custom-tailored content

buyers are

### 96% of tech buyers share information about a technology

vendor if they:

Have a great customer experience they want to share with peers Provide timely, relevant content 43% Provide content with "how-to" information

Based on tech platform(s) already installed

Based on content you previously searched

### **Vendor awareness impacts** their decision to engage

with certain content

**50%** 

39%

29%

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

## The 3 keys to increase sales

Become an integral part of your customers' research process

## 1. Knowledge

### When do they respond to vendor outreach? Shared valuable content or information

specific challenges Demonstrated honesty/transparency

Knowledgeable about business or

## 2. Timing

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

**47%** 

**47%** 

**42%** 

# 17.5 hours

Up from

is the average time of technology tech buyers expect follow-up after filling out a contact form to learn more about a product. 16 hours in 2022

## 3. Trust

**55%** 

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

40%

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%** 

Show how they stand against competition

Provide insight into product roadmap

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

