



Do tech marketers have the right formula for revenue growth?

Focus on the critical questions buyers ask along their purchasing journey



Explore

Why should we change?

Can we improve performance?

Where do our competitors excel?

What is the impact of industry change?




Evaluate

Which solution is best: on-premises or SaaS?

Should we outsource the entire function?

Do we need an artificial intelligence (AI)-enabled solution?

Can we afford Product X?




Engage

What's the best migration strategy?

Is information security an issue?

How should we drive user adoption?


What resources and roles do we need for success?




Key take-away

Understand and be prepared to answer prospective buyers' most common questions to identify the information they need to make decisions.


How tech marketers should support buyer needs across each purchasing stage




Associate the most pressing questions with key buying roles.



Locate or develop content assets that provide the right solutions.



Align content and CTAs with the right marketing channels to address buyer questions.



Key take-away

To ease the buying process, answer these key buyer questions with content assets that are readily available to sales teams and customers.

Likelihood a tech marketer's revenue has grown over the past 12 months increases by*

Key channels

5.1x
if SEO is used

2.1x
if organic web traffic is used

2x
if partner marketing is used

The right assets

3.6x
if blogs are used

3x
if customer stories are used

1.9x
if technology thought leadership content is used

*Revenue growth over the prior 12 months


Likelihood a tech marketer has seen a lift in account-based marketing (ABM) pipeline of 15% or more increases by

2.9x
with an SDR/BDR* staff focused on ABM

2.3x
with a sales team focused on ABM

2x
with a marketing staff focused on ABM

*SDR = Sales Development Representative, BDR = Business Development Representative



Key take-away

Balancing the right mix of engaging assets across channels with teams dedicated to high-growth opportunities facilitates a successful go-to-market strategy.

Learn more about increasing revenue growth by optimizing marketing channels and dedicated teams.

→ Download the Research