



Gartner[®]

Leadership Vision for 2022

Top 3 Strategic
Priorities for
Technology
Product Marketers

From Rishi Sood, GVP, Technology & Service Providers

As we continue to navigate through and emerge from the global COVID-19 pandemic, business leaders are recognizing the possibility of long-lasting changes in how we do business, even after the immediate threat of COVID-19 has waned.

When, where and how we work is forever altered. As a result, the process for decision making — rooted in content consumption, collaboration and consensus building — has fundamentally shifted.

Accelerated digital technology innovation, changing buyer behavior and new business models add complex dimensions to how technology service providers think about every part of the organization. Technology spending is democratizing and is increasingly driven by business leaders seeking to accelerate digital initiatives. The market has changed, so technology vendors need to adapt.

Demand for digital transformation will fuel double-digit growth in spending on enterprise applications, infrastructure software, and managed services and cloud infrastructure services with enterprises investing ahead of revenue expectations in areas such as analytics, cloud computing, customer experience and security.

For large enterprises, this means nearly every company is becoming a tech company and every market will be even more competitive in 2022. Successful leaders will update their storytelling and key points of differentiation, obtain deeper insight on new buying behaviors, drive continuous product management practices, outperform competitors across the entire customer life cycle, plot their future ambitions/transformation strategies and overcome the talent crunch.

Gartner Leadership Vision provides top-level guidance to leaders and their teams on where to focus — based on our data-driven research. We're providing detailed insights to our clients across dozens of roles, and we're now excited to share excerpts with the business community beyond our clients. We hope this will help you to focus discussions with your teams, peers and other leaders, so you can more quickly and effectively diagnose priorities and actions, especially as you solidify your strategic plans for 2022.



Rishi Sood
Gartner Research & Advisory

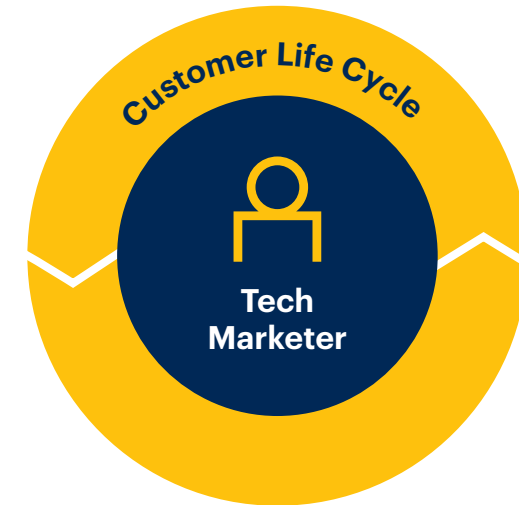
Being a Strategic Partner Demands a Shift in Marketing Focus

Marketing, which engages with every customer-facing function and each external stakeholder group, is radically impacted by the monumental change in the process for decision making. Tech marketing is accountable for preparing the organization but challenged by the need to respond to this shift through well-targeted and dynamic content and campaigns.

Marketing tech products for growth in a postpandemic world demands that marketing teams seize the opportunity to be strategic partners within the enterprise. Failing to do this risks relegating these teams to a marketing services model.



Narrow marketing focus on new logo acquisition through sales support



Agile, strategic partner across the entire customer life cycle — from acquisition to retention

Challenges and Actions for the Technology Product Marketer



Marketing is short-term-focused

Tech product marketers will need to hone their skills at balancing short-term campaign planning cycles with longer-term strategic planning and resource allocation for those strategic priorities. This means creating a long-term vision informed by data — specifically a forward-looking view of target market segments, ideal customer profiles and buyer personas.



Actions for the technology product marketer

Revise marketing metrics to better align marketing with corporate objectives, such as retention rate, and connect short- and long-term marketing priorities.



Managing the expanding channel mix

Post-COVID-19, tech product marketers are now managing an ever-expanding set of channels. For many, the broader the universe of channel options grows, the more complexity they must manage. Amid uncertainty about which channels to select, tech product marketers face the added challenge of needing to allocate resources, plan marketing campaigns and create content to satisfy the needs of an even greater number of channels.



Embrace a range of marketing channels based on where your customers spend their time, how they prefer to learn and how they are influenced.



Renewals are really buying decisions

The Gartner 2021 User Influence on Software Decisions Survey shows that **22%** of workers are only using the minimum application capabilities. Of respondents, **34%** are likely to disparage a solution to their peers or publicly. These vocal detractors undermine even the best tech marketing efforts and have the potential to negatively impact renewals.



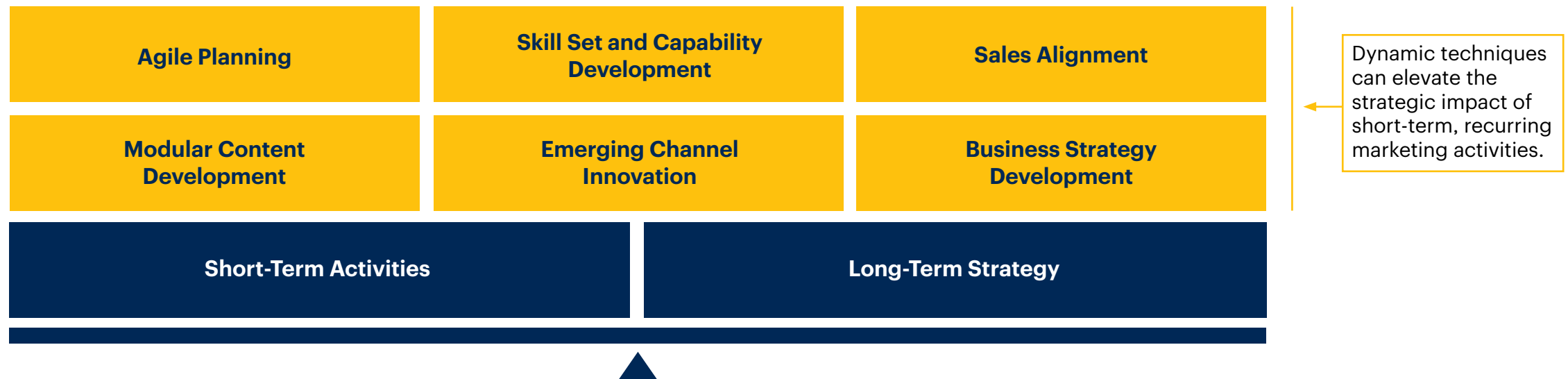
Market across the customer life cycle by partnering with customer success to drive adoption and retention, using account-based marketing to enact account plans and engage current customers.

Source: Gartner

Balance Short- and Long-Term Priorities

The ability to balance short- and long-term priorities starts with a balanced view of marketing's impact on strategic business outcomes. Account for long-term success metrics like share of wallet, market share, customer

success metrics and customer retention rate, but link outcomes to KPIs used to measure short-term tactical and operational marketing execution.

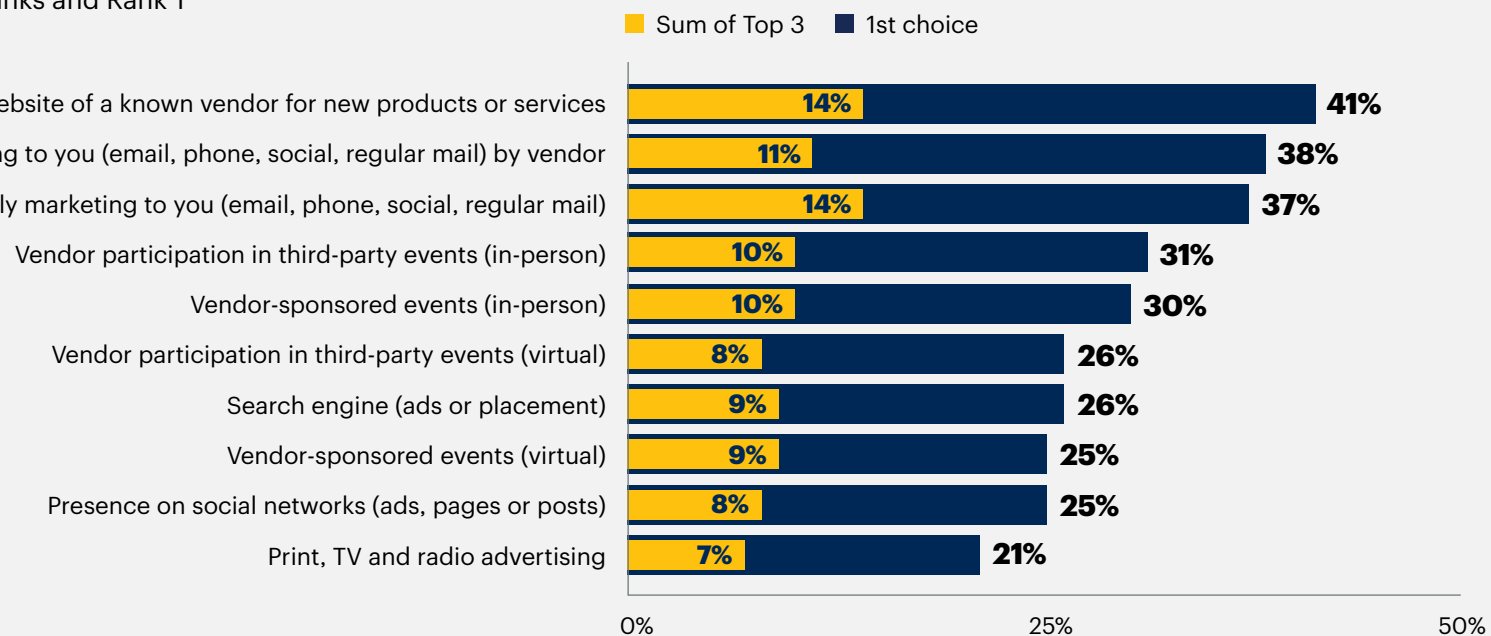


Source: Gartner

Align Marketing Channel Mix to Audience Behavior

Activities Most Likely to Catch Attention and Inspire Exploration

Sum of Top 3 Ranks and Rank 1



Rather than simply utilizing more marketing channels, tech product marketers must adapt to where buyers want to engage, how they prefer to learn and what channels they're likely to use to inform decisions across the buying and owning journeys.

n = 1,500, aware of enterprise technology buying activities

Q. Which three vendor activities are most likely to catch your attention and inspire you to explore their products or services further?

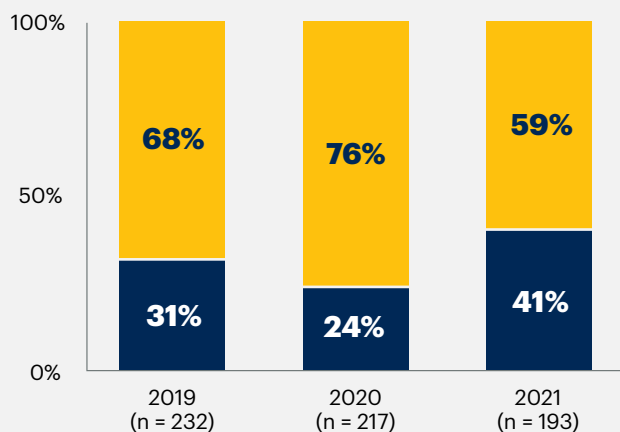
Source: Gartner 2021 Technology End-User Buying Behavior Survey

Formalize Retention Programs

Establish a relationship with the customer success team that transcends individual projects and instead creates a cycle of reviewing customer feedback to understand gaps in adoption and utilization across the entire account team.

Top Account-Based Marketing Use Case

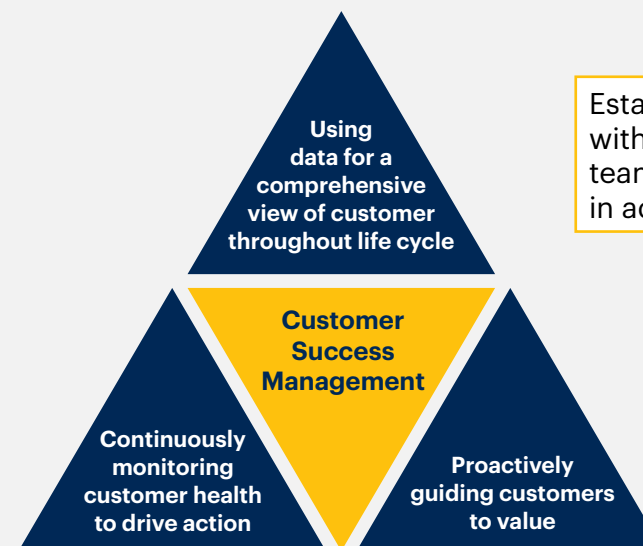
■ Prospects ■ Customers



Retaining, and growing, current customers is increasingly a top use case for account-based marketing (ABM).

n varies; have knowledge of account-based marketing
 Q. Please rank the top 3 ABM use cases (by priority importance) that your organization runs? Top 1 Rank.
 Note: Percentages may not add up to 100% because of rounding.
 Source: Gartner 2021 Technology Marketing Benchmarks Survey

Customer Success Management Focus







Establish a relationship with customer success teams to understand gaps in adoption/utilization.

Source: Gartner

Actionable, objective insight

Explore these additional complimentary resources and tools for tech product marketing leaders:

 <p>Webinar The Gartner 2022 Leadership Vision for Product Marketers: 3 Emerging Trends Deliver and demonstrate marketing's value.</p> <p>Watch Now</p>	 <p>Infographic Do tech marketers know how to reach their buyers? Improve the effectiveness of your demand generation programs.</p> <p>Access Infographic</p>	 <p>Research Marketing Agility Primer Apply agile marketing methodologies to rapidly adapt.</p> <p>Download Now</p>	 <p>Webinar The 7 Disruptions That Will Most Impact Tech Providers in the Next 5 Years Take advantage of the coming disruptions.</p> <p>Watch Now</p>
---	---	---	---

Already a client?
Get access to even more resources in your client portal. [Log In](#)

Get More.

Get actionable, objective insight to deliver on your most critical priorities. Our expert guidance and tools enable faster, smarter decisions and stronger performance. Contact us to become a client:

U.S.: 1 855 811 7593

International: +44 (0) 3330 607 044

[Become a Client](#)

Learn more about Gartner for Tech Product Marketing Leaders

gartner.com/en/industries/high-tech/tech-marketers

Stay connected to the latest insights

