



Emerge 2021

# Silver Linings Playbook: a Tech Marketers guide for the new outlook

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Let's face it, 2020 didn't go to plan for anyone. The technology sector is no exception and, like every other business sector, is having to anticipate and deal with the direct and indirect effects of 'C-19'.

For those who may see grey clouds on the horizon, we've put together our *Silver Linings Playbook: a Tech Marketers guide for the new outlook*.



2020 has been a lesson in expecting the unexpected. As the uncertainty continues, the impact of dealing with a global pandemic has challenged business and market sectors in different ways - with some feeling more disruption and financial pain than others.

As a breed, marketers are perhaps more prepared to catch a curved ball when it's thrown in their direction. As practitioners in the art of anticipating and meeting demand with changing market dynamics, marketers are ready to zig when circumstances zag.

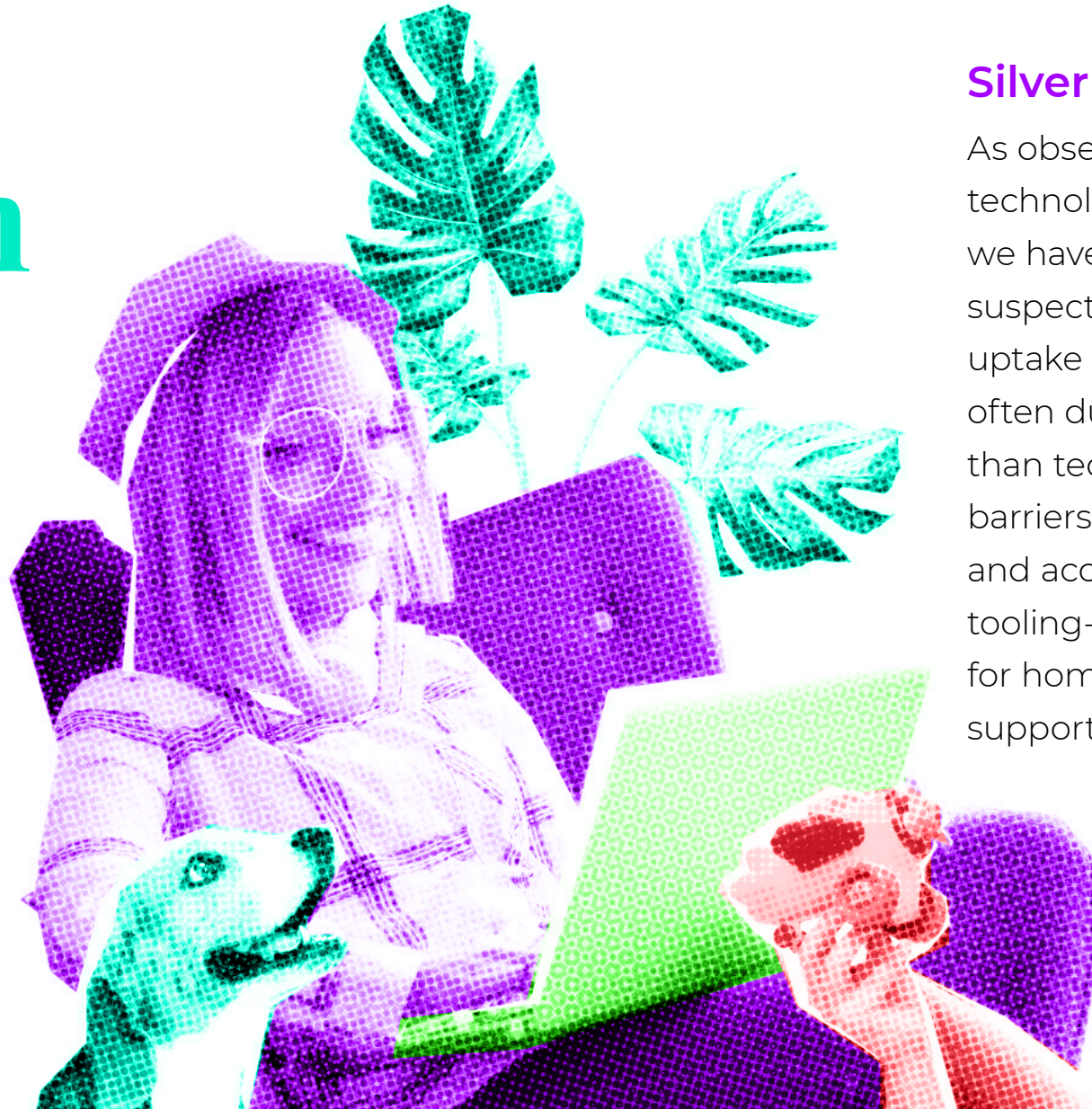
Tapping into that spirit of resourcefulness, we thought it would be useful to put together a quick-read playbook for tech marketers facing a new outlook.

We may see clouds but, with the right strategy, there are silver linings to be found.

## Cloud 1

# Customer disruption

‘Perfect storm; a global social experiment; an adoption accelerator’. These are just some of the phrases we’ve been hearing recently in tech marketing circles. But while headlines predict greater demand for WFH solutions, the situation is more nuanced for technology vendors.



## Silver lining:

As observers of the technology market space, we have, for some time, suspected that any lag in the uptake of WFH solutions is often due to cultural rather than technical or budgetary barriers. The recent enforced and accelerated shift to tooling-up office workers for home working seems to support our thinking.



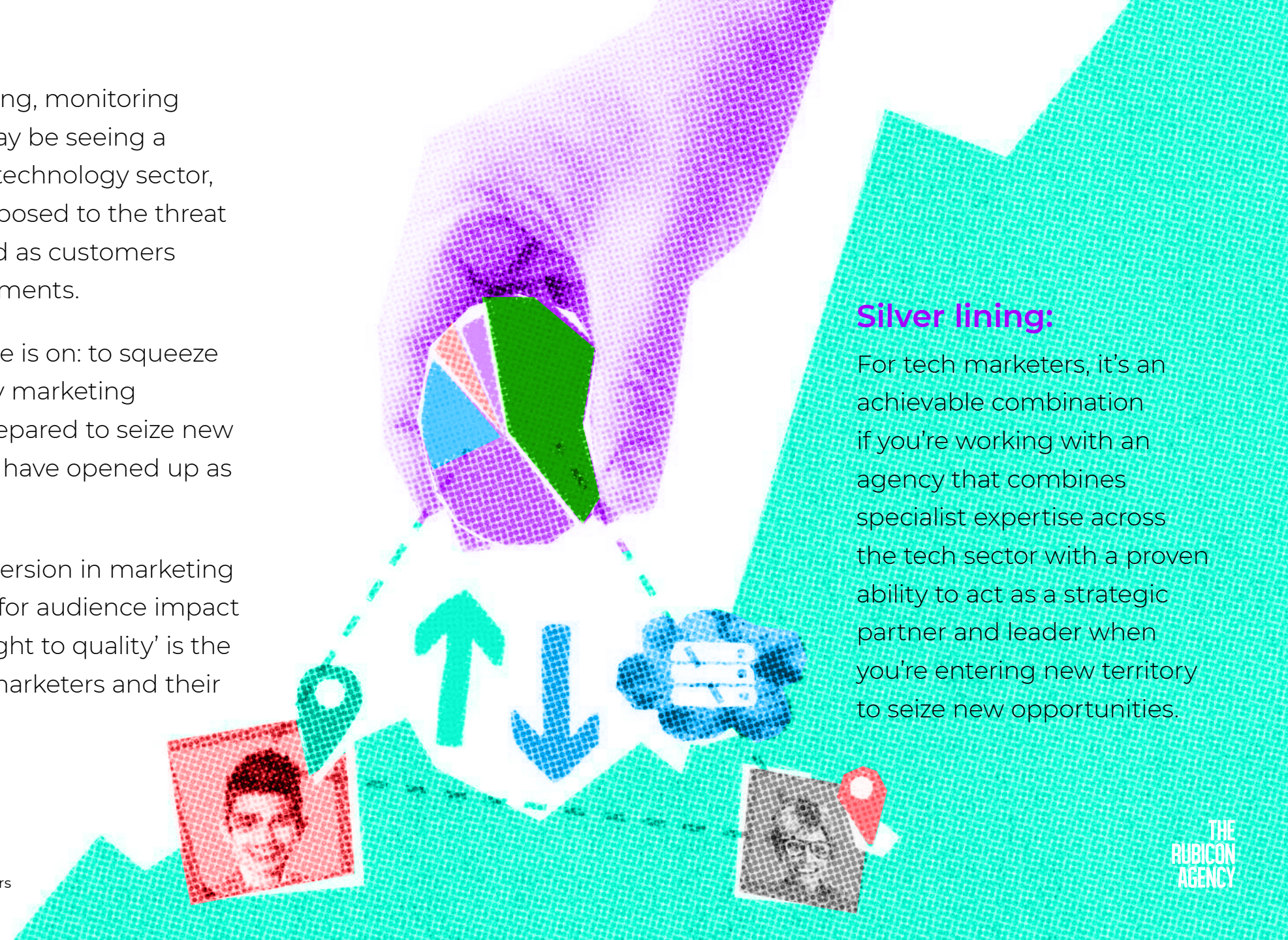
Remote collaboration, selling, monitoring or experience solutions may be seeing a surge in demand but the technology sector, like most others, is also exposed to the threat of reduced overall demand as customers re-assess plans and investments.

In this climate, the pressure is on: to squeeze maximum return from any marketing investment but also be prepared to seize new market opportunities that have opened up as a result of the disruption.

The combination of risk aversion in marketing investment and the need for audience impact with certainty means a 'flight to quality' is the favoured tactic for savvy marketers and their agency relationships.

### Silver lining:

For tech marketers, it's an achievable combination if you're working with an agency that combines specialist expertise across the tech sector with a proven ability to act as a strategic partner and leader when you're entering new territory to seize new opportunities.

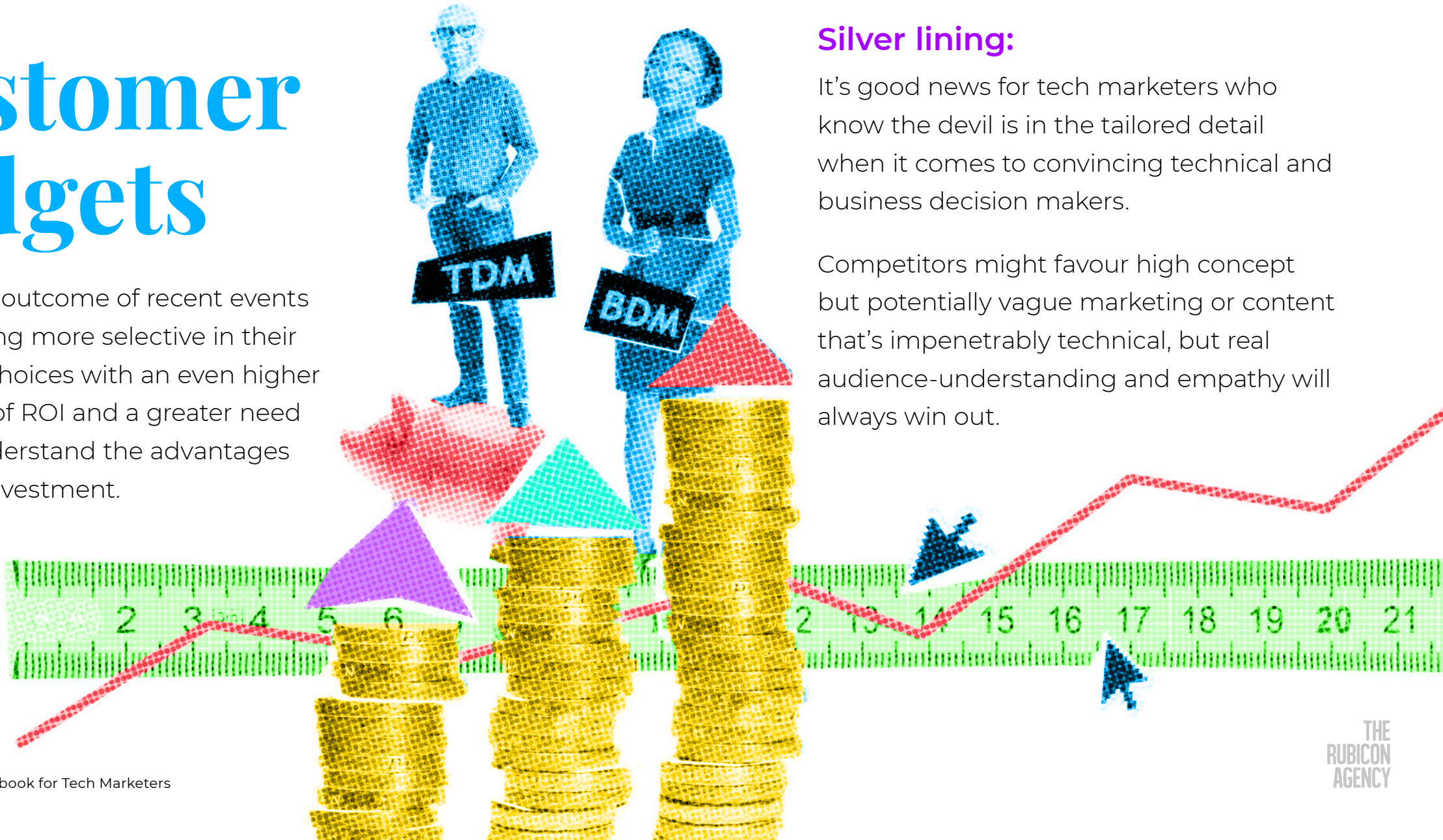




## Cloud 2

# Customer budgets

An expected outcome of recent events is buyers being more selective in their technology choices with an even higher expectation of ROI and a greater need to clearly understand the advantages of any new investment.



## Silver lining:

It's good news for tech marketers who know the devil is in the tailored detail when it comes to convincing technical and business decision makers.

Competitors might favour high concept but potentially vague marketing or content that's impenetrably technical, but real audience-understanding and empathy will always win out.



It's not just about claims and content either. Channels, media choices and message cadence are just some of the additional considerations for successful audience reach and impact.

Some technology propositions (products, services or solutions) come with a premium price tag - usually for good reason. However, in a more budget-conscious climate, quality pricing can feel like a marketing mill stone. That shouldn't be the case - if you can make the right case - with a more acute awareness of competitor shortcomings; insightful, tailored content, and an extra confidence in your marketing stance.



### Silver lining:

The opportunity to engage with a more discerning audience presents a competitive opportunity for tech marketers. Work with a specialist agency, experienced in 'joined-up' campaign and strategic content development, with an in-depth understanding of decision-making groups and the advantage is all yours.

# Customer decision making

Along with new budgetary considerations among customers, the decision-making process can prove to be more challenging in the current climate. More people may be involved, more information and diligence may be required, and decisions may take longer to reach.



## Silver lining:

‘Marathon’ marketers have a golden opportunity to build engagement and dialogue with prospective customers (while the competition fall behind). It’s good to achieve initial impact with a campaign or programme but consultative ‘stamina’ and marketing assets can prove an advantage in the long run.



Regardless of the current climate, some technology propositions simply need extended, lengthier decision-making; often being linked to lifecycle considerations and the potential for disruption. With today's mix of channels and media combined with new signal and intent-driven outreach, maintaining interest and dialogue has become less of a challenge.

## Silver lining:

Work with an agency that knows how to create initial impact and follow through with phased, audience specific content and you'll not only gain the opportunity of presenting more detailed arguments but also strengthen consensus among decision-making groups.



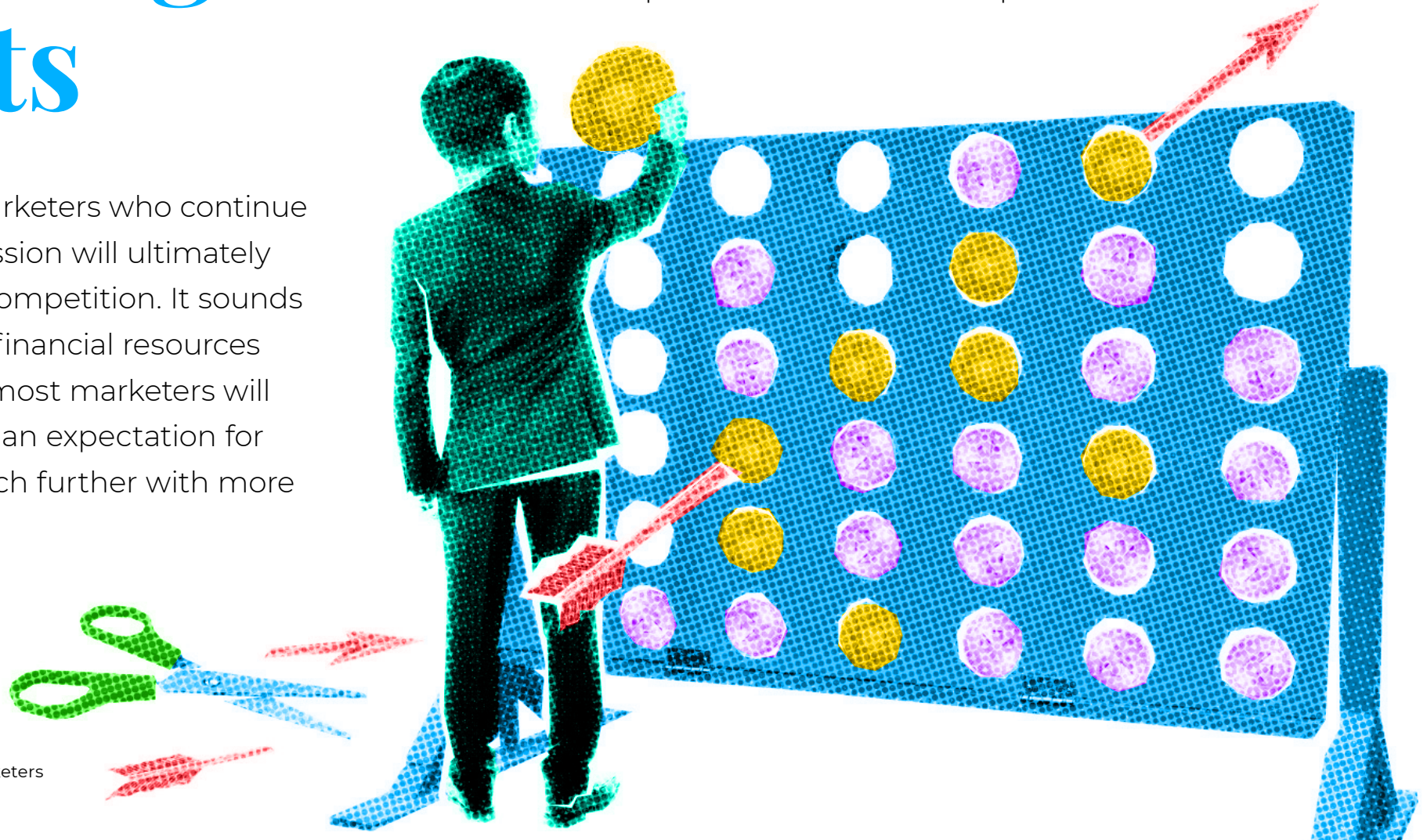
## Cloud 4

# Marketing budgets

There is a theory that marketers who continue to spend through a recession will ultimately come out ahead of the competition. It sounds bold but if you have the financial resources it is an option. In reality, most marketers will face budget cutbacks or an expectation for existing budgets to stretch further with more measurable impact.

## Silver lining:

Budget austerity re-focuses the mind on the merits of precision marketing and the opportunity to outsmart the competition rather than outspend them.





Marketing budgets can suffer when agencies apply too much time and effort on simply getting up to speed on aspects of a technology proposition.

Achieving maximum impact with the right choice of channel and media can also be compromised when an agency doesn't take an agnostic approach to campaign planning – usually because it doesn't suit their specialism or their experience.

## Silver lining:

Work with an agency that gets technology and the advantages of precision marketing (think Account Based Marketing, Sales and Channel support, tightly targeted media choices and highly tailored content).

You'll not only achieve more from your marketing budget but also have a greater ability to maintain momentum and audience relevance through any uncertainty. And when the skies clear, you'll emerge in a stronger position.





## Cloud 5

# General uncertainty

This cloud is more nebulous – especially if you're not experiencing an immediate change of climate. There's a general expectation of precipitation but you're not feeling the fallout yet. So, with an umbrella at hand, how do you plan for it? Under the circumstances, the best plan is to keep on doing what you're doing but make sure you're doing it without compromise.

## Silver lining:

You can avoid compromise with an agency that specialise. Turn to the next page to discover the three reasons to work with a dedicated technology marketing agency.







## Strategic leadership

We know what works in b2b and b2c marketing. More importantly, we know what works in technology marketing and strategy. We can add value at every step; we can set the pace; we can even challenge your thinking. Our specialist expertise means we're not afraid to take responsibility for strategy, planning and creativity that can achieve measurable impact and return on investment.

## Marketing momentum

We're continuously aware of developments and drivers in the technology sector so we're primed to get things right first time. We're also able to collaborate confidently with marketers and technical experts within client companies. By creating momentum we can be quicker to respond to the dynamics of the technology market.

## Programme impact

We know how to reach extended b2b decision making groups, cope with lifecycle purchasing trends and distil complex product propositions. We also know what resonates with business and technical decision makers and by combining media impartially with our 'joined-up marketing' approach, we ensure impact translates into response.

**Why not contact us today?**

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