

Directions in Tech Marketing 2016

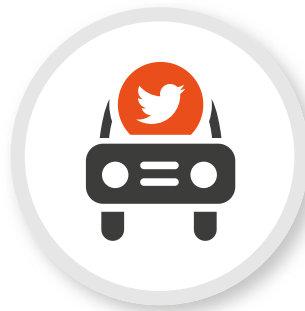
Respondent report



Headlines



Budget constraints are **far less prevalent** than in our last survey



Use of **social media** is **driving** a **strong focus** on **content marketing**



The **rise of mobile** is starting to **influence channel choice**



Measuring campaign success remains **slower than desired**



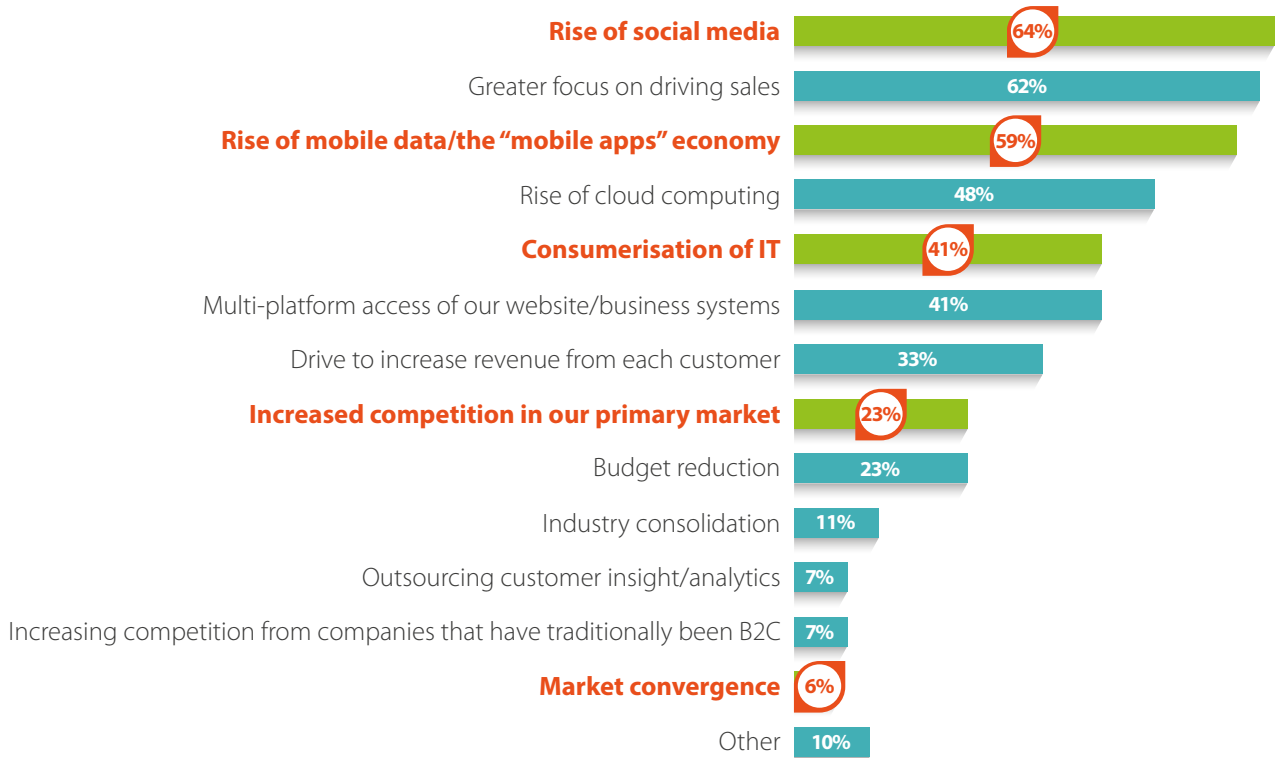
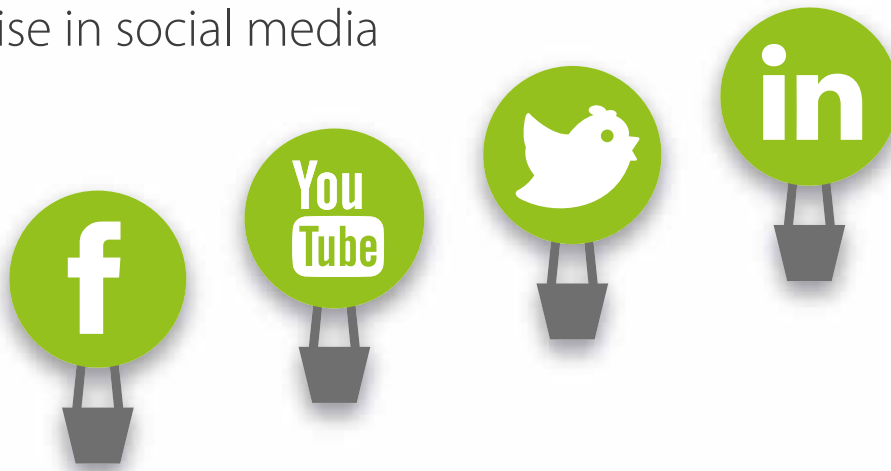
Marketing's principal purpose in **lead generation/nurturing** is as **clear as ever**



Marcomms teams are **lacking analysis skills**

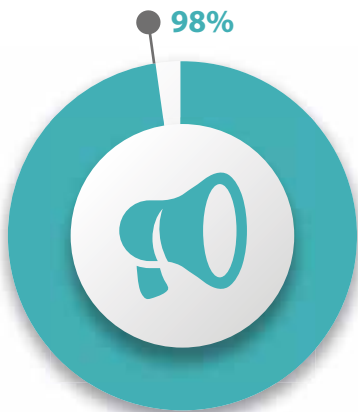
Top trends driving B2B marketing today

64% say rise in social media



Your choice

What methods are being used?



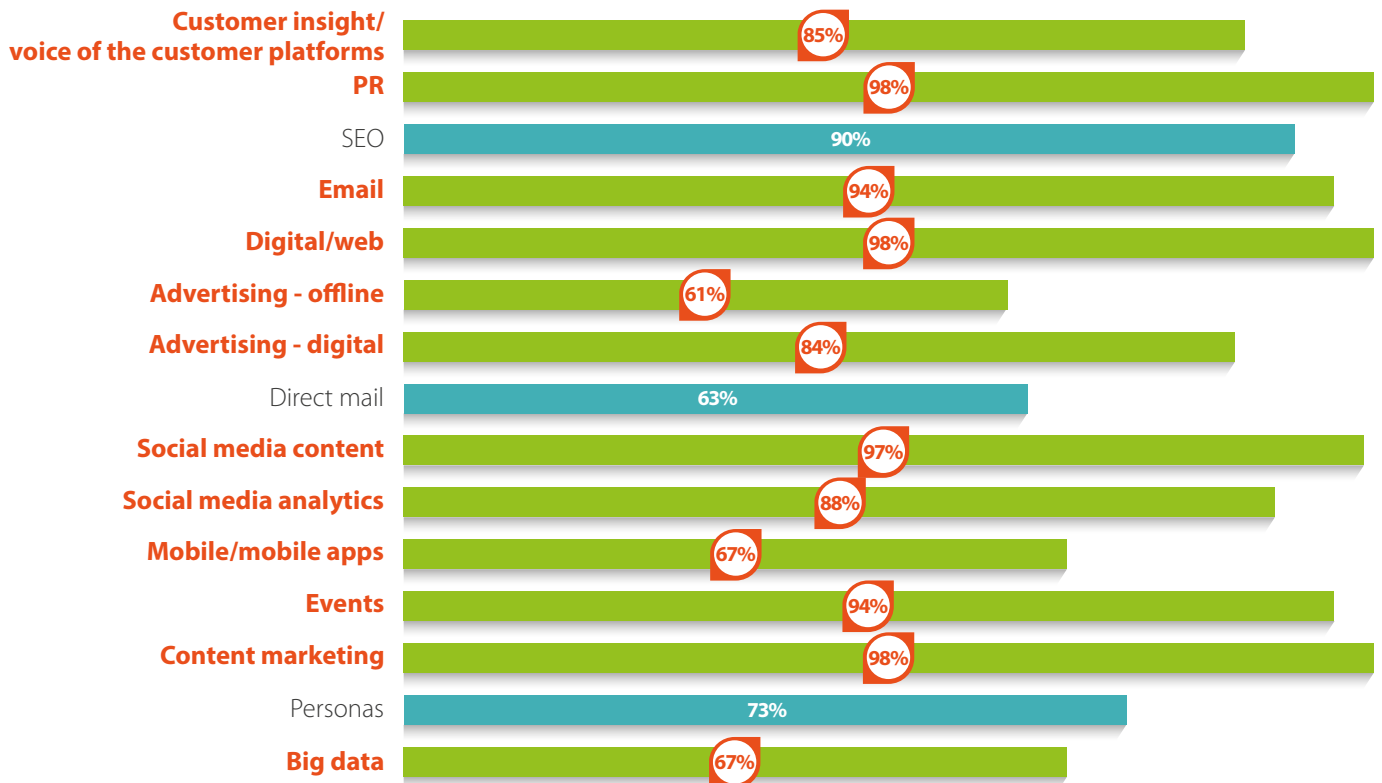
PR




Digital web



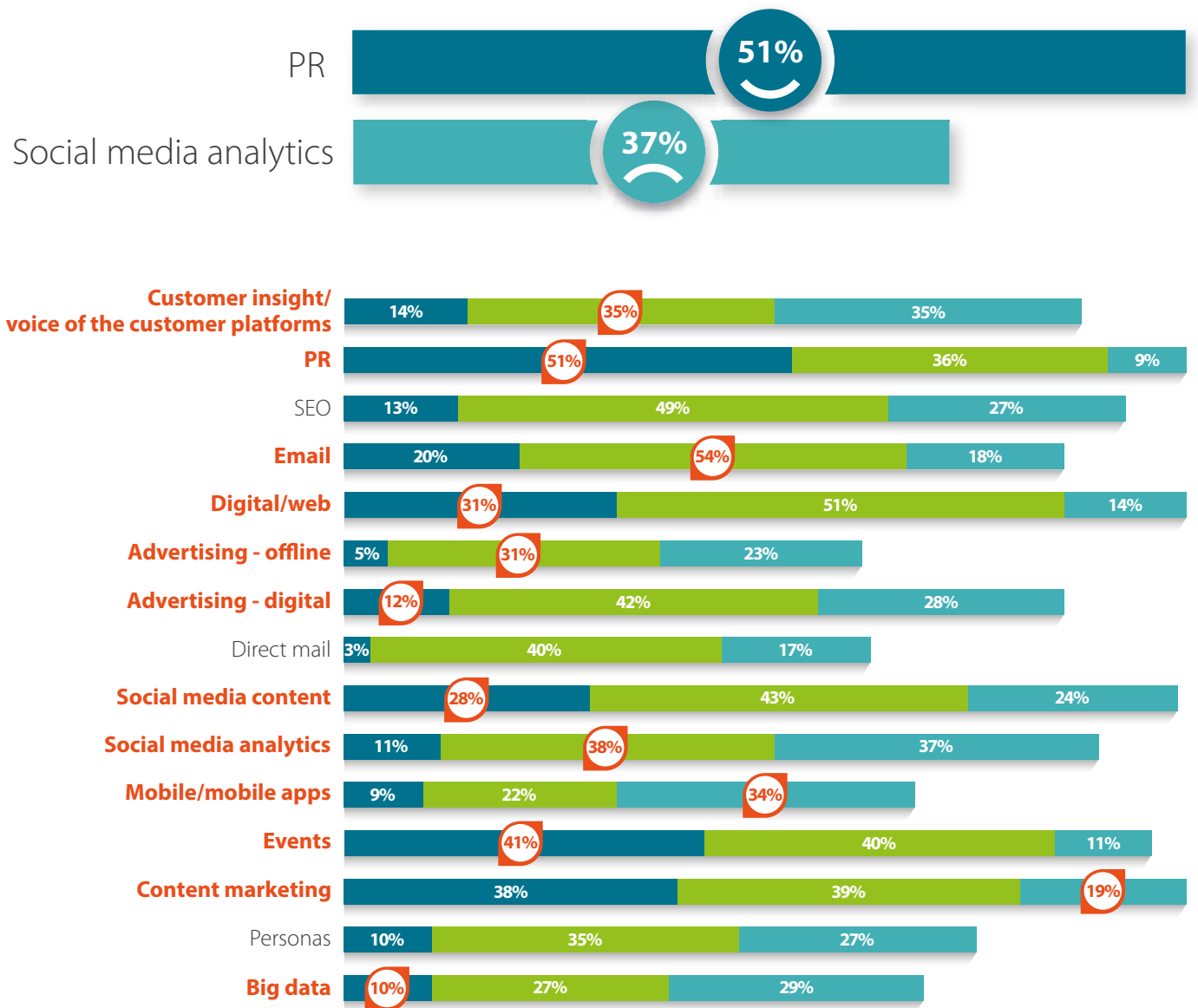
Content marketing



 Your choice

How well each method is used

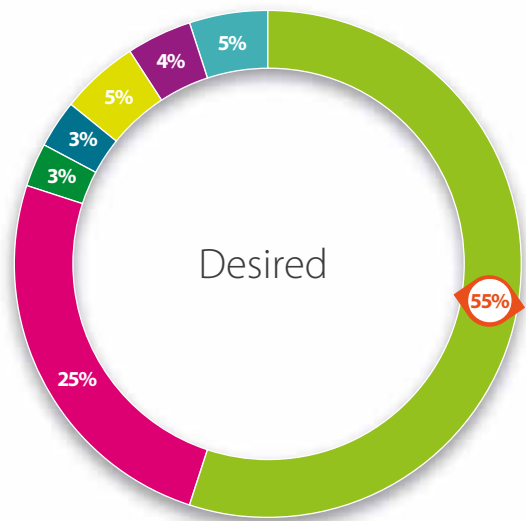
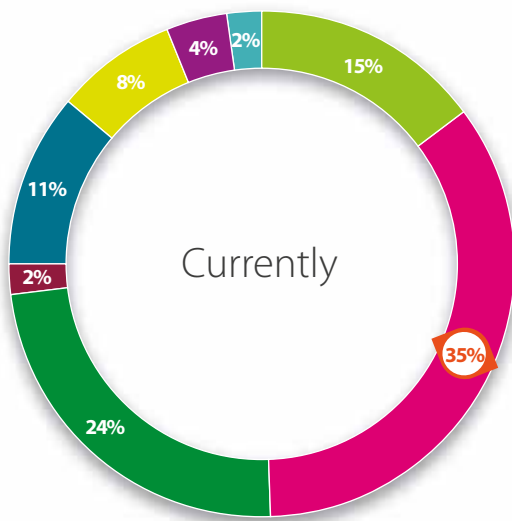
Over half of respondents **think PR** is being **used extremely/very well** while **more than a third** think **social media analytics** is **not used well**



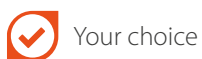
Your choice
 Extremely/very well
 Well
 Not well

Frequency of evaluating campaign success

55% say they would like to **evaluate campaign success** in **real time**



- In real-time
- Quarterly
- At regular points throughout a campaign
- Monthly
- At the end of a campaign
- Weekly
- Annually
- Don't do this



Where is there a lack of marcomms skills?



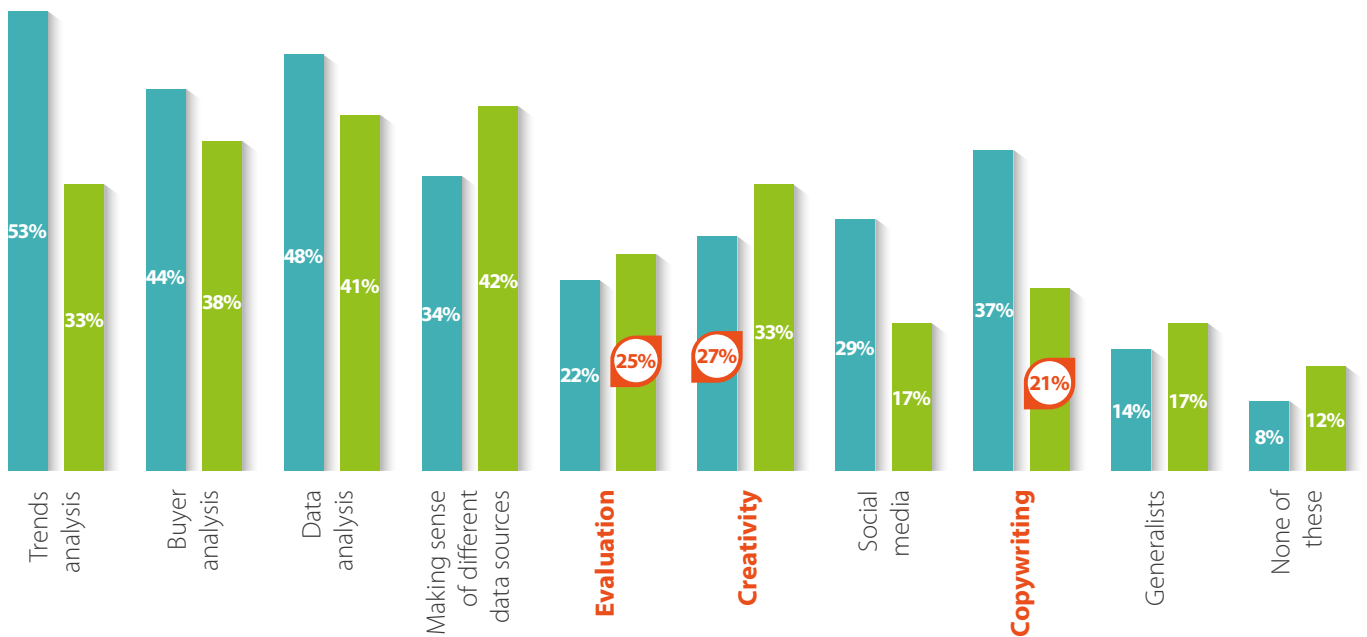
Trends analysis



Data analysis



Buyer analysis



 Your choice
  For you
  For technology marcomms in general

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Intelligent Market Research