

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



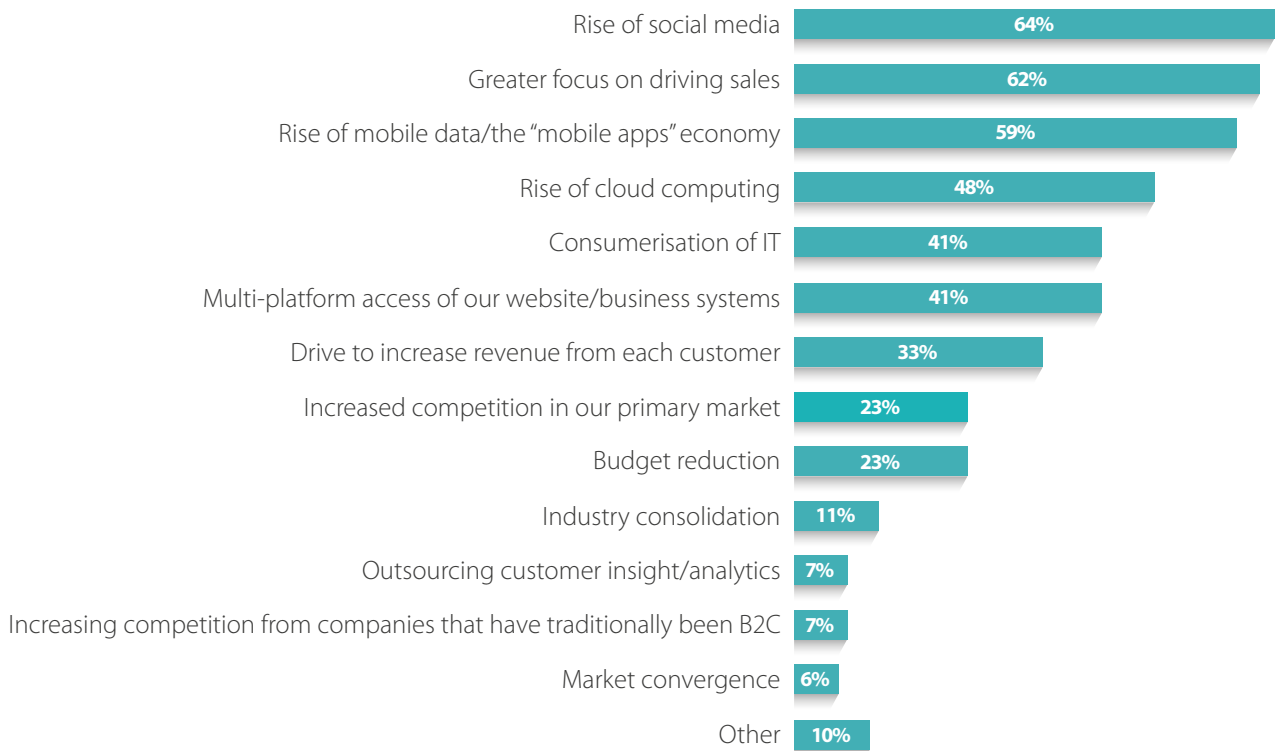
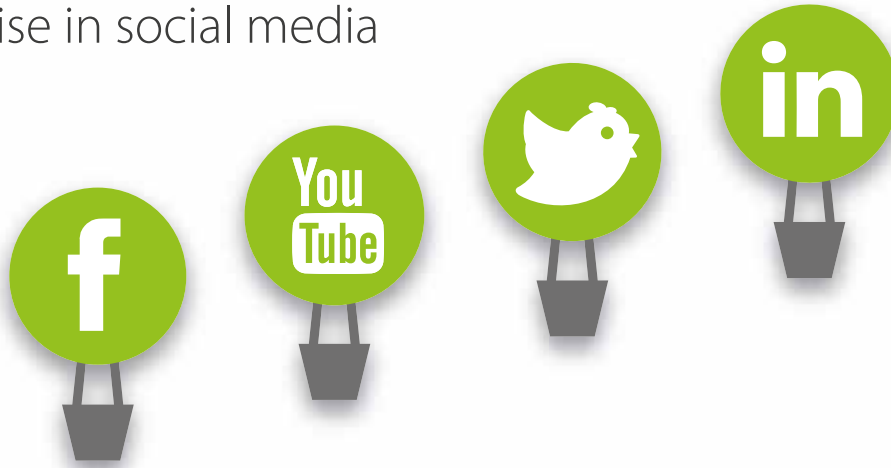
Marketing's principal purpose in **lead generation/nurturing** is as **clear as ever**



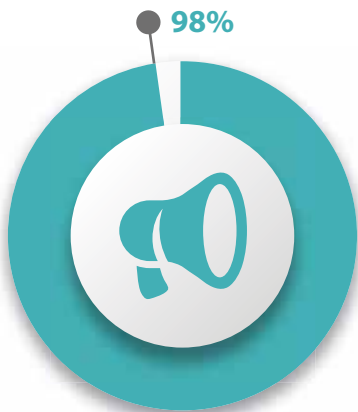
Marcomms teams are **lacking analysis skills**

Top trends driving B2B marketing today

64% say rise in social media



What methods are being used?



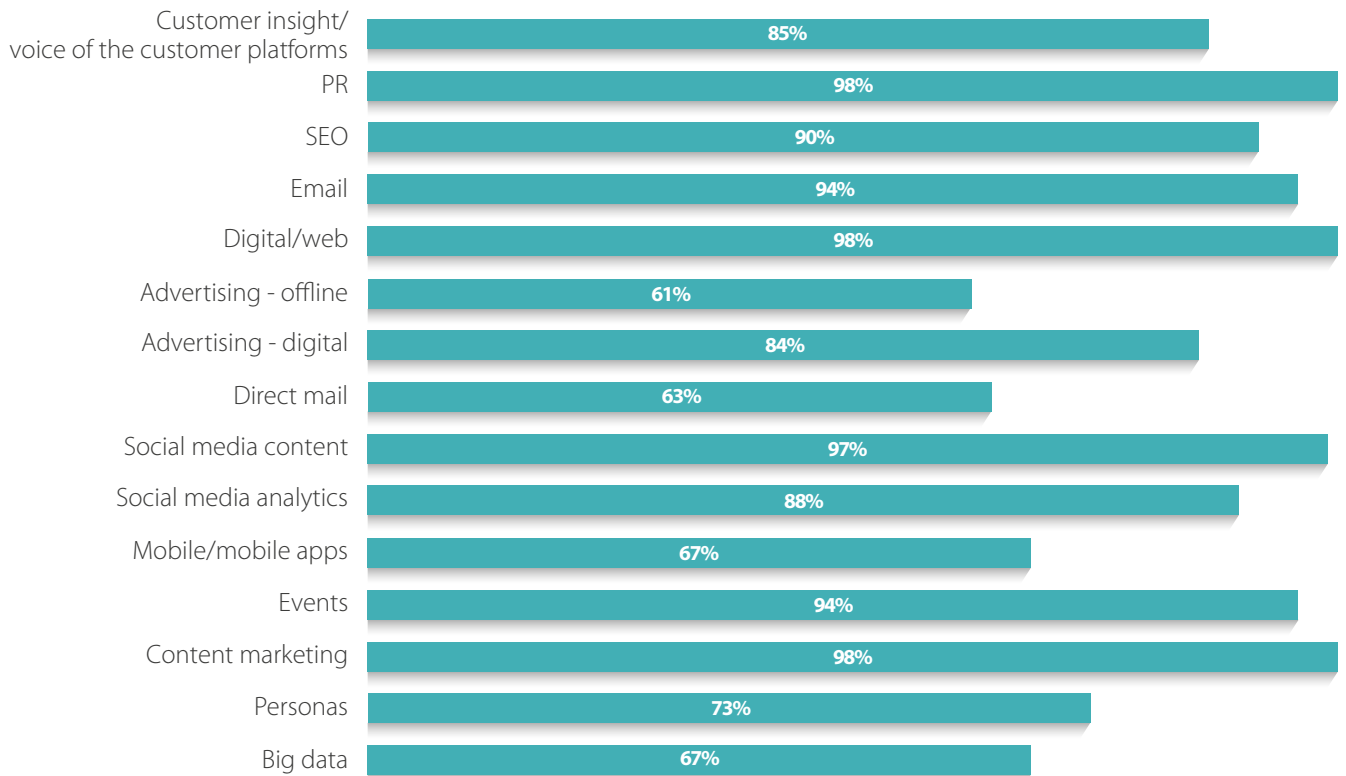
PR



Digital web

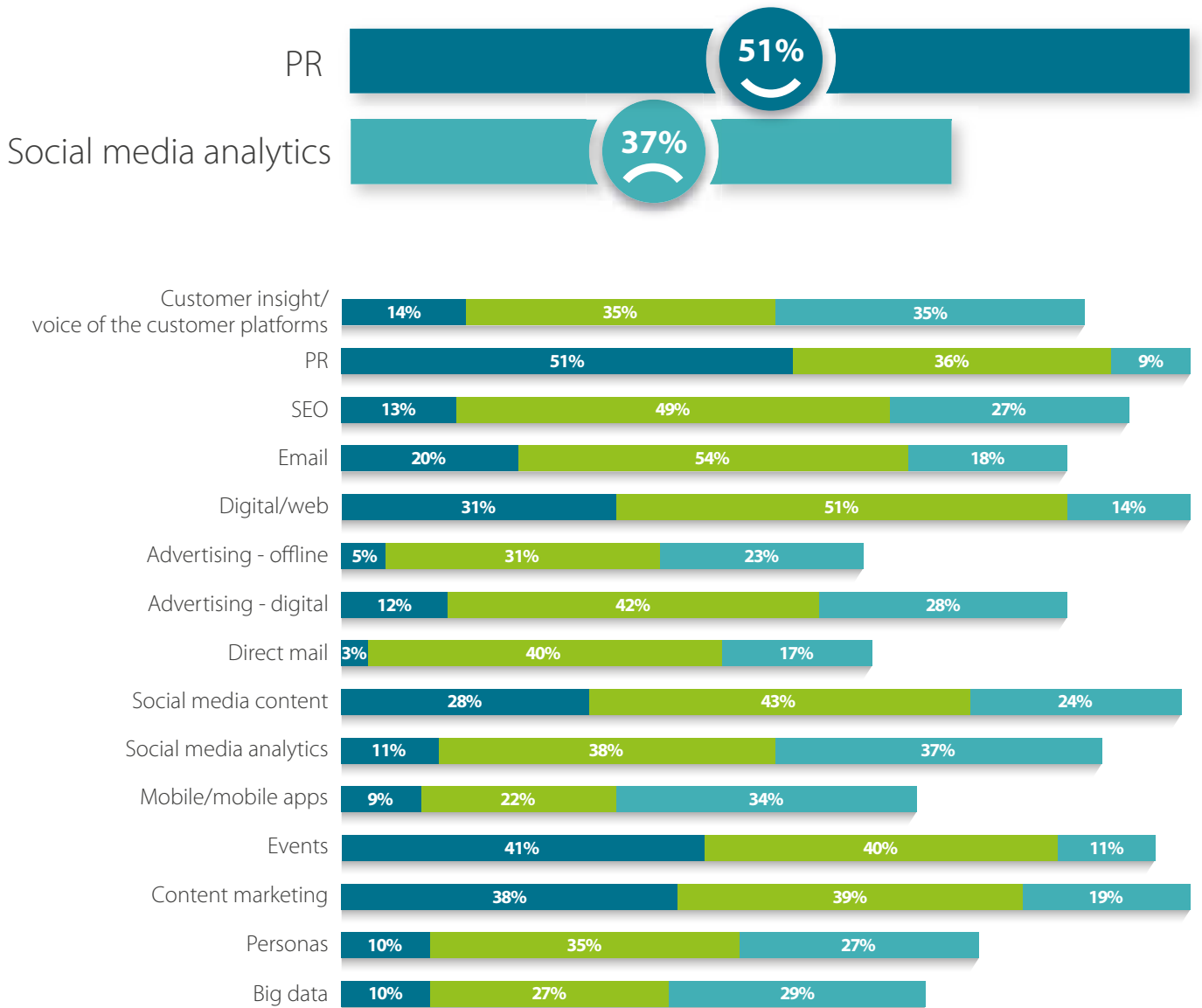


Content marketing



How well each method is used

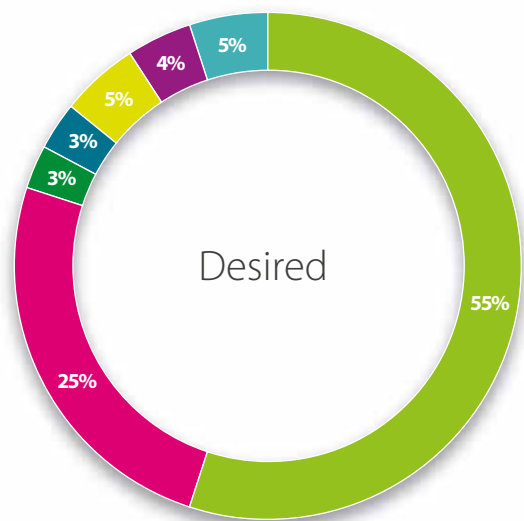
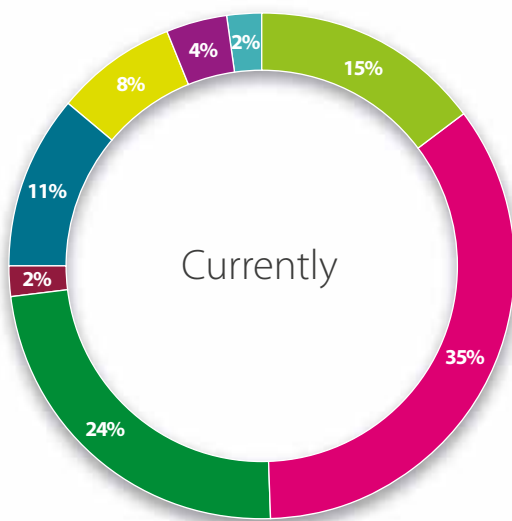
Over half of respondents **think PR** is being **used extremely/very well** while **more than a third** think **social media analytics** is **not used well**



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

Where is there a lack of marcomms skills?



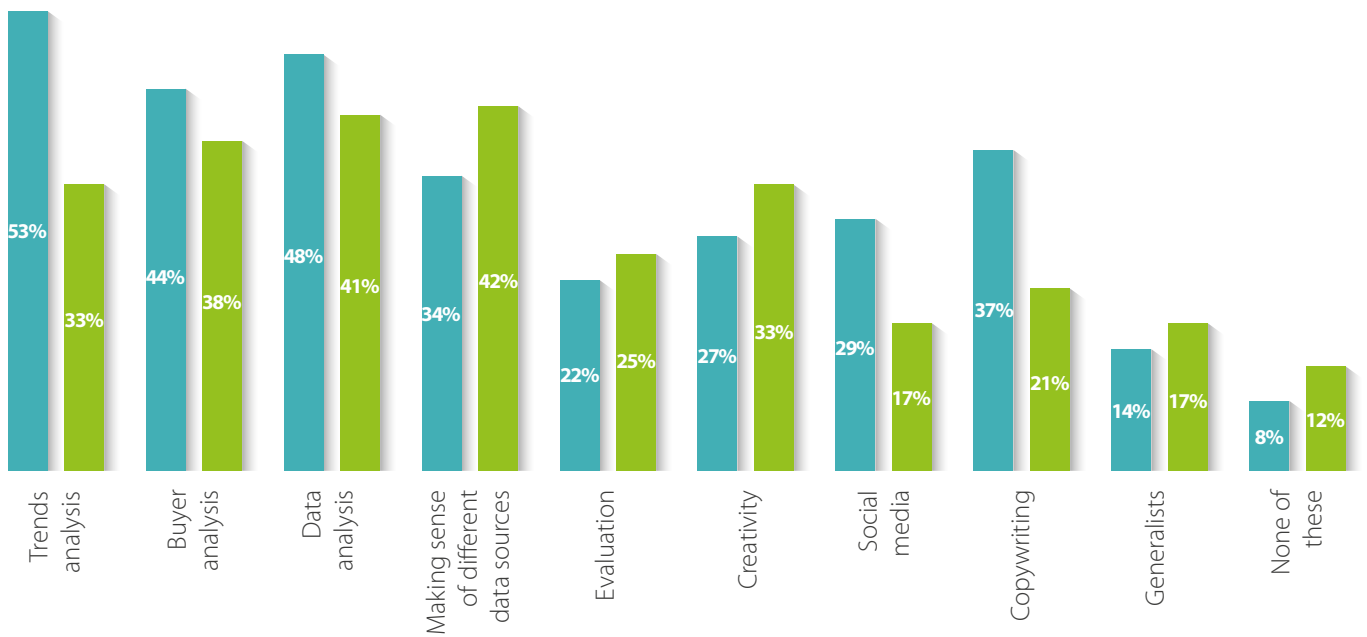
Trends analysis



Data analysis



Buyer analysis



■ For you ■ For technology marcomms in general

Vanson Bourne

Newbury House
20 Kings Road West
Newbury
RG14 5XR

Tel: +44 (0) 1635 550 449

Email: enquiries@vansonbourne.com

Web: www.vansonbourne.com



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