

# THE VIEW

Technology Marketing | October 2020

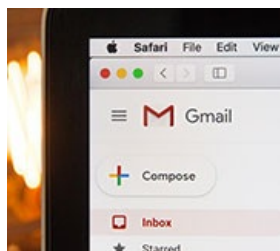


Hi there,

As we approach a year mark since the outbreak of COVID-19, quarantine has translated into users spending more and more time online. The record rate of online content consumption has pushed marketers to re-evaluate their communication strategies. While consumers continue to be glued to their smart devices, how can tech marketing leaders push that extra engagement and elevate their companies' email marketing performance effectively?

This edition of THE VIEW by Netscribes offers key insights into email marketing best practices and other technology marketing trends to successfully drive your strategic business goals.

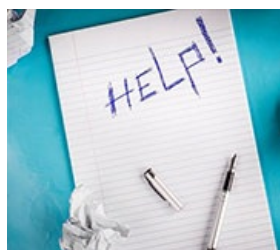
## Highlights



### **Email marketing best practices to drive improved business results**

While marketing technologies continue to change the way businesses engage with customers, these best practices of email marketing will help you deliver highly engaging emails to your customers, build sustainable relationships, and improve your marketing ROI.

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### **How can marketers create engaging technology content?**

"Thou shalt not bore people!" B2B tech marketers need to strategize on creating highly targeted, engaging content that helps them stand out. We discuss the 3 A's that technology marketers must integrate into their content to target audiences effectively.

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## **5 steps to optimize your marketing database for success**

How do you set out to guarantee the effectiveness of your email marketing efforts? Here's how optimizing your marketing database with accurate, reliable, and comprehensive customer data will help decrease bounce rates and increase click-throughs.

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## **Trends in focus**



80% of businesses surveyed expect IT budgets to grow or stay steady over the next 12 months.

- 2021 State of IT report, **[Spiceworks](#)**



AI will create \$14 trillion of additional revenue and profitability will rise by 38% by 2035.

- Marketing AI trends, **[Martech Advisor](#)**



87% of tech marketers use analytics tools and 80% use email marketing software to assist with content marketing.

- Technology Content Marketing 2020, **[CMI](#)**

## **Not to be missed**



### **The importance of consumer insights in technology innovation**

Smart technologies and innovation help companies become more resilient to competitive threats. Here's why technology marketers must integrate consumer insights within their innovation strategy.

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### **The digital impact on B2B consumer behavior post COVID-19**

Explore the digital impact on B2B consumer behavior and the steps organizations need to take to increase their brand discoverability and sales post COVID-19.

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