

THE VIEW

Technology Marketing | November 2020



Hello there,

The global pandemic has forced B2B marketers to shift to digital modes of customer acquisition and engagement. This sudden increase in the use of digital means that your messages need to be razor-sharp to cut through noisy inboxes and social media feeds. It's no wonder then that B2B marketing is starting to look a lot like consumer marketing - going deeper into the minds of your audience to develop meaningful relationships at the right level.

This edition of THE VIEW by Netscribes offers key insights into how B2B marketers can create greater impact through better messaging and integrated sales intelligence.

Highlights



Connecting more meaningfully with consumers in the next-normal

As digital takes the front seat amid COVID-19, B2B marketing leaders need accurate insights about their audiences to connect more meaningfully with them. This article provides some key considerations to guide your communication strategy in the next normal

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Key information IT firms should be communicating while navigating COVID-19

As the COVID-19 crisis causes business priorities to change, knowing what customers want to hear from IT firms can be challenging. Keeping



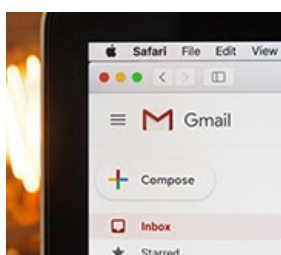
customers' best interests at the forefront, here are 5 broad themes that will guide your communication strategy amidst this uncertainty. [Read now](#)



How sales intelligence can boost business growth

Time and resource-crunched sales reps often struggle to get their hands on reliable prospect data and insights. Here's how sales intelligence solutions can bridge the gap.

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Email marketing best practices to drive improved business results

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

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Trends in focus



70% of technology companies will prioritize investment in 'content creation' to improve marketing in 2021.

- 2021 Content Marketing Insights, [MarketingProfs](#)



In response to the pandemic, 70% of B2B marketers have changed their messaging strategy

- B2B Content Marketing Trends, [CMJ](#)



39% of tech decision-makers cite improving productivity and efficiency as their top growth initiatives.

- COVID-19 Big Consumer Shifts, [GWJ Work](#)

More from our blog



The digital impact on B2B consumer behavior post COVID-19

B2B buyers now see digital interactions up to three times more important than traditional sales interactions. You can optimize your sales and marketing efforts by understanding major consumer behavior shifts during this global crisis.

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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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41 East, 11th Street, New York
NY10003, USA
+1-877-777-6569
info@netscribes.com



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