

# THE VIEW

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Hi there,

As marketers continue to re-evaluate their strategies in response to the global pandemic, rapidly-changing consumer patterns are creating a stir across industries. Navigating such a crisis means that businesses must focus on creating empathetic content marketing strategies that resonate with consumers. How should you tread towards the new normal of marketing? This edition of THE VIEW by Netscribes offers key insights into tech marketing trends and other best practices to drive strategic marketing communications.



## Key information IT firms should be communicating during 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.

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## B2B Content marketing lessons we can learn from Google

To identify content marketing best practices, we've dissected Google's content strategy that unravels some useful tips for B2B marketers to craft highly targeted and engaging marketing communication.

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**Personalized calls to action convert 202% better than default or standard calls to action.**

- Study on tailored CTAs, [Hubspot](#)



## What strategic goals can companies achieve with competitive intelligence?

Embedding CI into strategy development through a holistic perspective of the competition and a deeply involved management is what separates the winners from the rest. Here are 4 strategic goals that you can achieve with a sharper focus on the competition.

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## Emerging digital trends in B2B marketing and sales

B2B marketing and sales teams are leveraging digital technologies to deliver more personalized and seamless experiences to customers across platforms and devices. Uncover some of the most exciting digital trends that are catching on.

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## 8 revenue-driving content types and how to effectively use them

Whether it's lead generation or lead nurturing or simply creating brand awareness or loyalty, content is at the core of it all. Does your current strategy include these 8 types of content marketing to reap tangible ROI?

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**55% of channel professionals today say that IT budget ownership has shifted from solely the IT department to line of business groups - from the CFO's office to marketing.**

- 2020 IT Trends Analysis, [CompTIA](#)

Netscribes helps technology firms build a competitive advantage through actionable data and insights. To schedule a consultation, [contact us](#).

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