

THE VIEW

Technology Marketing | July 2021



Account-Based Marketing (ABM) emphasizes the quality of relationships over quantity, which makes it a powerful strategy for winning complex, high-value deals. Technology marketers and sales teams face an even greater challenge in their efforts to engage and reach decision-makers as buyers look to minimize spending during a time of global pandemic recovery.

Our latest issue of The View speaks with you about four common yet significant ABM challenges facing marketers globally and what can be done to solve them.

Highlights



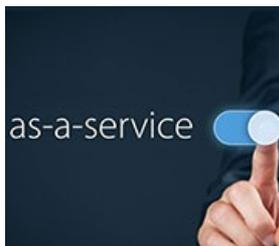
4 common ABM challenges and how to solve them

One in five B2B marketers faces ABM challenges that can impact relationships with top accounts on their radar. Identifying and overcoming them can help you stay focused on the right accounts and achieve better ABM results. [Read now](#)



Developing thought leadership content that drives results

65% of technology buyers feel that businesses share 'too much' product-centric material with very little value. Here are some tips for creating thought leadership content to help you stand out. [Read now](#)



How leveraging XaaS can help businesses achieve digital transformation

77% of XaaS-enabled businesses report increased customer retention and personalization. Learn how this flexible, agile model can help you achieve digital transformation goals. [Read now](#)

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Trends in focus



While third-party cookies are seemingly heading towards extinction, first-party data will continue to be a valuable asset for marketers in the coming year.

[-Hubspot](#)



Intent data is steering the B2B marketing wheel as it continues to help reduce customer churn, prioritize ABM accounts, and accelerate pipeline.

[-Demand Gen Report](#)

Not to be missed



CASE STUDY: Account intelligence to develop a targeted sales strategy

One of the world's largest IT services and computer equipment firms leveraged our account intelligence expertise to tailor its sales pitches and acquire high-value clients to effectively meet its business goals. [Read now](#)



CASE STUDY: Achieving strategic transformation with an integrated insights solution

Here's how an integrated insights solution provided a telecom giant with a 360-degree view of the market environment during the transformation process to inspire brilliant decisions. [Read now](#)



5 key benefits of outsourcing your IT helpdesk

With the post-COVID-19 era putting immense pressure on CIOs to innovate quicker, outsourcing IT helpdesk can free up internal bandwidth for teams to focus on the most pressing business requirements. [Read now](#)

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