

# THE VIEW

Technology Marketing  
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47% of marketers say insufficient data and poor lead quality are the major obstacles to attracting and retaining customers. As a result, a great deal of resources, time, and opportunities are wasted. The right insights can help alleviate these challenges by helping marketers and salespeople determine which opportunities to pursue and conserve their resources.

In this edition of The View, discover how insight-driven lead generation can help you attract, engage, and convert high-quality prospects into loyal customers. We also feature notable events, podcasts, and insights to help you stay ahead of the game.

## Your next big whale opportunity



### **[Success story] Insight-driven lead generation increases telecom provider's sales-qualification rate to 33%**

Find out how the industry leader met its annual sales targets in India and the UK with the help of our insight-driven lead generation solution. >>



### **Why do the best tech firms keep customers front-of-mind?**

Tech companies tend to focus on innovation rather than marketing. Explore how to pursue an "outside-in" product development strategy. >>



### **Shorten your sales cycle and convert more quality leads**

Whether the majority of your leads come from online or offline efforts, your business needs a sound sales intelligence process in place. >>

## Through the lens of industry experts

*"One thing that will help the right customer learn more about you and convince them to work with you is defining your positioning and differentiation strategy. Instead of being everything to everyone, figure out what you're best at and go after it. If you have built a reputation for yourself, client acquisition is a cakewalk."*

Stay agile and build a sustainable edge in the technology industry  
with our [insight-driven marketing solutions](#).  
To learn more, [contact us](#) today.

## Other recent stories

- [4 steps to attract qualified leads with demand generation](#)
- [How to get quality leads on LinkedIn](#)
- [Solving the 4 most common ABM challenges](#)

### Noteworthy Events

[Summit] Reuter's Strategic Marketing 2021 | [Register now](#)

[Webinar] LinkedIn's I Heart ABM | [Register now](#)

### Trending Podcasts

Create a product-led content that converts with Fio Dossetto | [Listen now](#)

Automate your content creation process with Tommy Walker | [Listen now](#)

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41 East, 11th Street, New York  
NY10003, USA  
+1-877-777-6569  
[info@netscribes.com](mailto:info@netscribes.com)



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