

THE VIEW

Technology Marketing | March 2021



Hello there,

COVID-19 has brought about some irreversible changes in customer behavior compelling marketing leaders to make strategic pivots. In a digital-first world, content marketers must dive deep into relevant data to better understand how thoughtful content can drive long-term engagement and conversions. Netscribes helps technology companies become future-ready by bringing valuable insights into every stage of the content process to understand what will resonate with their target audiences.

In this edition, we share with you the key insights and trends that marketing leaders must consider as they work towards demonstrating thought leadership in 2021.

Highlights



The art of content marketing during a pandemic

As the global economy is rebounding, technology companies are navigating the new normal by redefining their content marketing priorities. Uncover how your business can make a strategic leap with result-oriented content marketing.

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INFOGRAPHIC: Key Trends in B2B Digital Marketing and Sales

The way B2B marketing and sales teams draw customer insights, generate leads, and stay productive is rapidly changing. Find out the key trends that will impact your marketing strategies and budgets this year.

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Top 8 technology trends for 2021

The pandemic has led to a renewed focus on people and technology. Here are the top technology trends that will impact digital transformation strategies this year.

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CASE STUDY: How an integrated insights solution helped a leading telecom firm achieve strategic transformation

Here's how an integrated insights solution provided a telecom giant with a 360-degree view of the market environment at every step of the transformation process to inspire brilliant decisions.

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Trends in focus



Over two-thirds of 2,000 global tech companies are incorporating digital strategies to transform the **user experience**.

- [IDC](#)



Data-driven marketing will give rise to the use of **intent data** in 2021.

- [Business News Daily](#)



77% of CEOs will focus on creating **operational efficiencies** using domain-specific insights to drive revenue growth.

- [PwC](#)

Not to be missed



Benchmarking your digital-first strategies against market leaders to maintain your competitive edge

How can digital-first companies future-proof their leadership and stay relevant beyond this era? Here's how to create a competitive roadmap to achieve the digital-first dream in 2021.

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CASE STUDY: Customer behavior analysis for increasing product usage

Here's how we helped a global IT major glean out reigning customer needs, usage barriers, and identify effective marketing channels to boost their software's usage and engagement.

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Netscribes helps some of the world's smartest B2B marketers drive improved results with reliable data and insights. [Contact us to schedule a consultation.](#)



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