

# THE VIEW

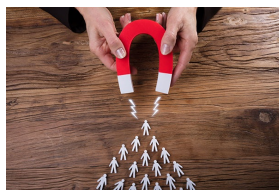
Technology Marketing | August 2021



Today's tech buyers want to learn about the impact that your products or services will have on their lives. However, only 25% of them are willing to disclose their identity to access this information. So, how do you communicate your value proposition to these 'anonymous tech buyers'?

The most successful tech businesses today generate demand by addressing their prospects' key questions right from the beginning of the buyer journey. In this edition of The View, discover how you can attract qualified leads with demand generation and adapt to an audience-centric future of tech marketing. We feature notable events, podcasts, and insights to help you stay ahead of the competition.

## Content attracts favourability



### **Attract qualified leads with demand generation**

42% of marketers find it challenging to grab the attention of qualified leads. Read how demand generation can help deliver results at every point of the conversion funnel. >>



### **Technology marketing in the age of agility**

In APAC, 2 out of 3 tech buyers hesitate before trying new products or vendors. Technology marketers must help buyers navigate change and uncertainty. >>



### **Developing thought-leadership content that drives results**

65% of tech buyers feel that businesses share 'too much' product-centric material with very little value. Creating relevant thought leadership content can help you stand out. >>

## Through the lens of industry experts

*"How can you adapt to the rise of 'post-literate consumer'? Make sure your brand has a strong visual identity. Be visually consistent like your brand depends on it."*

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

## Other recent stories

- [Solving the 4 most common ABM challenges](#)
- [Survival strategies for the high-tech marketing executive](#)
- [Marketing content tech companies should be creating in 2021](#)

## Not to be missed



**[CASE STUDY]** Netscribes' customer behavior analysis helps an IT leader to identify effective marketing channels

[>>](#)



**[RESEARCH]** Forrester's 2021 Global Marketing Survey: CMO's chart new path for the post-pandemic growth

[>>](#)

## Noteworthy Events

Computing - Tech Marketing & Innovation Forum 2021 | [Access now](#)

Gartner - Marketing Symposium/Xpo 2021 | [Register now](#)

## Trending Podcasts

Launching a B2B influencer marketing campaign with Jay Desai | [Listen now](#)

Attract better clients by using lead magnets with Bryan Harris | [Listen now](#)

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