5 STRATEGIES
FOR TECHNOLOGY MARKETER TO HIT THE MARK

Article by TECHNO DATA GROUP

Technology purchases are as intricate as the smooth working of machinery. Just like in a machine all parts are needed to be perfect to make the machine work, in case of a technology purchase the client, customer and the stakeholders must be aligned on the benefits and uses of the technology that is being sold.

Selling technology can therefore prove to be a rather complicated task. The marketer has to identify the potential customers, make the right impact in his sales pitch and induct the end user into the new technology for it to be able to make a sustainable impact. More often than not, smaller segment group targeting makes a bigger impact. Marketers must ensure that there exists no 'dirty data' in their database and it is regularly updated and cleaned to understand the pulse of the buyers. Once this is done, the following five strategies can be used to drive optimum results from your technology marketing efforts.

1

SCOUT FOR COMPLIMENTARY TECHNOLOGY

If your technology is reliant on a specific type of operating system or hardware, then look for companies that are already using those. Sure enough, these are your most potential customers. You could also look for customers who make use of your technology alongside any other technology that they are already using. You could run a campaign with such companies to gauge their readiness for accepting your technology.

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TARGET COMPANIES THAT USE COMPETITORS' TECHNOLOGY

Take your competition head-on by identifying companies that use your competitor's technology. Prepare well to make them understand how your technology is superior to the one they are using, and its impact on their work and the business. It would be easier to convert them if they are using older versions of your competitor's technology.

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TARGET DAWDLERS

As in most cases, technological advancement means that a huge opportunity lies with the customers who are still using the older competitive technologies. All you need to do is identify such companies first. The next step is to identify technology buyers within the company who understand your business. Make your pitch through messages, email or a personal meeting, showcasing the key differentiators of your technology, the support provided by you during implementation and the after sales service.

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4 USE MICRO-TARGETING

To identifying the technology environment you want to thrive on, you will need to get into the finer details of the existing multiple technologies through advanced querying. Once you do that, you will know the exact aspect(s) in which you are superior, and the marketing pitch then becomes so much more customized rather than banking on general benefits. Using specific examples and specific benefits go a long way in enabling conversions.

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EVALUATE TECHNOLOGY READINESS OF COMPANIES

It may be worthwhile to query by technology categories that are open to adapting new technological solutions. For instance, you could check on companies that use cloud-based solutions. All these are indicators that they are open to moving to newer technologies. Then there would be companies that are known to be early adopters of the latest technologies to get a competitive edge. It may be worthwhile to identify such companies. Equally important is your preparation when you approach these companies with your technological superiority pitch. Chances are that there will be experts evaluating your product or proposal, and being thorough with your groundwork will pay off at such a crucial moment.

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ABOUT US

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads and implementation and execution of marketing strategy to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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