



A Tale of Two Marketers

LinkedIn Marketing Solutions Customer Research

Research Objectives

Understand the differences — if any — between marketers that work in the technology sector versus those that do not. Specifically, their content topic needs and preferences.

Why?

- To know their unique challenges so we can help them solve their problems with products and solutions from LinkedIn.
- Results should ultimately inform our content strategy to ensure we're meeting audiences needs.
- We can't be customer-centric if we don't ask our customers what they want from us.

Methodology

Methodology

Global **10 minute** online survey using LinkedIn sample.

Research

Total India Sample: n=361

Tech sample: n=187

Non-Tech: n=174

Fieldwork: Jan. 2016

Targeting

English speaking professionals who classify as **marketers** with at least one year of experience.

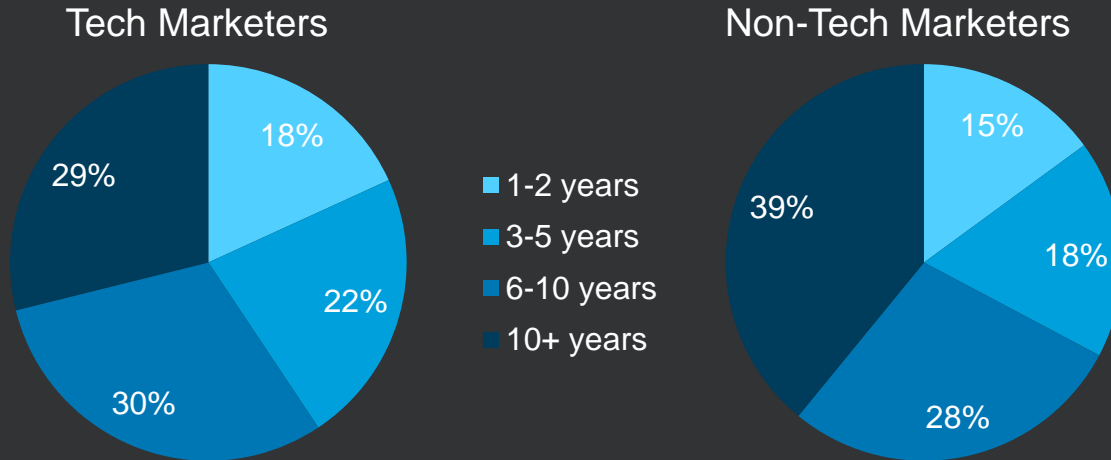
Initial Findings

- There are differences as well as similarities between Tech and Non-Tech Marketers.
- Tech Marketers are dominated by B2B and the specific issues that come with B2B like lead generation, lead nurturing, lead quantity and quality.
- Tech Marketers are less satisfied with their jobs.
- Tech Marketers view LinkedIn as more of a resource for specific content about marketing than Non-Tech Marketers.
- Overall, Marketers are not spending their time on the tasks they think are important.

Tech Marketers and Non-Tech Marketers...

WHO ARE THEY

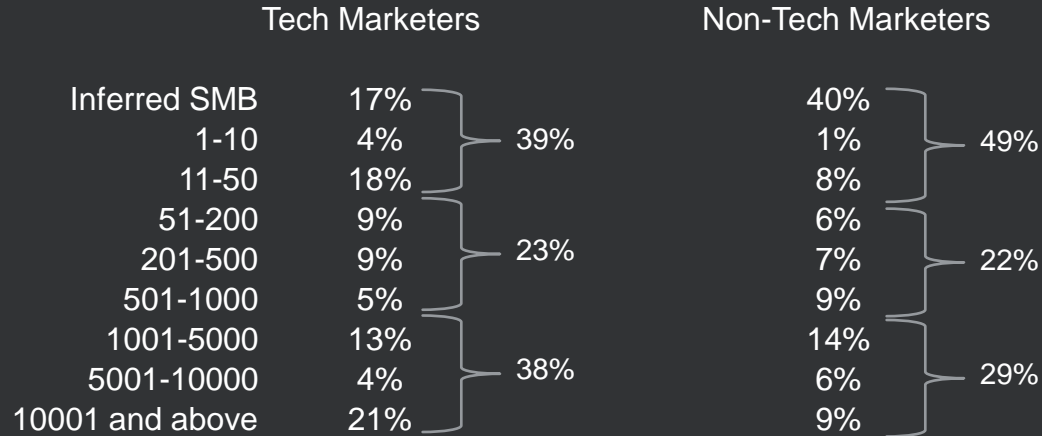
Our sample: Length in Industry



The bulk of whom are **Marketing Managers**

Our Sample: Company Size

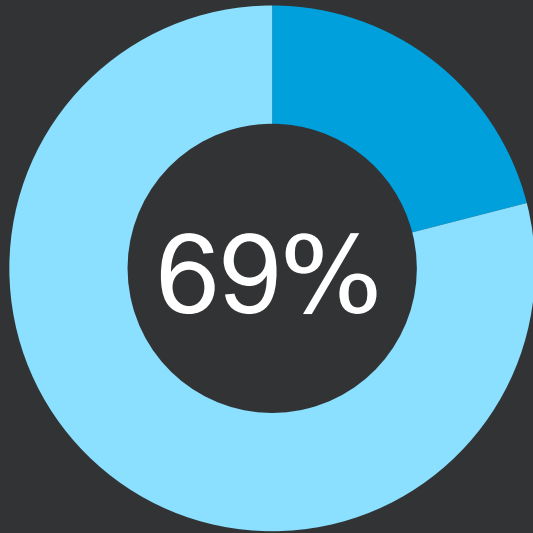
Although there is a nice spread of company sizes, it is not surprising that Tech Marketers skew more toward Enterprise compared to Non-Tech Marketers.



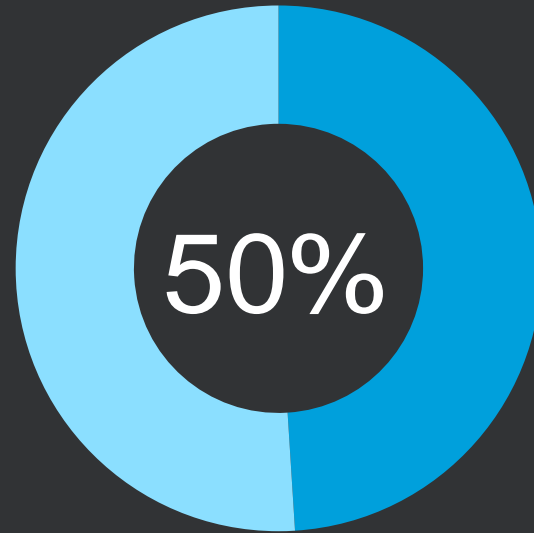
Tech Marketers and Non-Tech Marketers...

WHAT CHALLENGES DO THEY FACE

The Tech Marketer's world is dominated by B2B

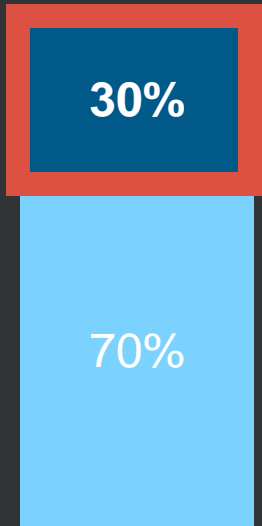


of Tech Marketers
surveyed work in B2B

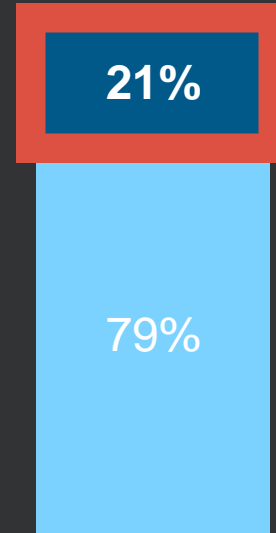


of Non-Tech Marketers
surveyed work in B2B

Tech Marketers are less satisfied with their jobs...



30% of Tech Marketers surveyed are dissatisfied



21% of Non-Tech Marketers surveyed are dissatisfied

Tech Marketers are less satisfied with their jobs... but not because of the hours



What's the source of **Tech** marketer dissatisfaction?



Top **Internal** Challenge:

Demonstrating
return on
marketing
investment



Top **Industry** Challenge:

Acquiring
high-quality
leads



Most Difficult **Department**:

Finance

Least Difficult:
Customer
Service/Support

Their Non-Tech counterparts have only slightly differing challenges



**Top Internal
Challenge:**

Budget
approvals



**Top Industry
Challenge:**

Acquiring
high-quality
leads

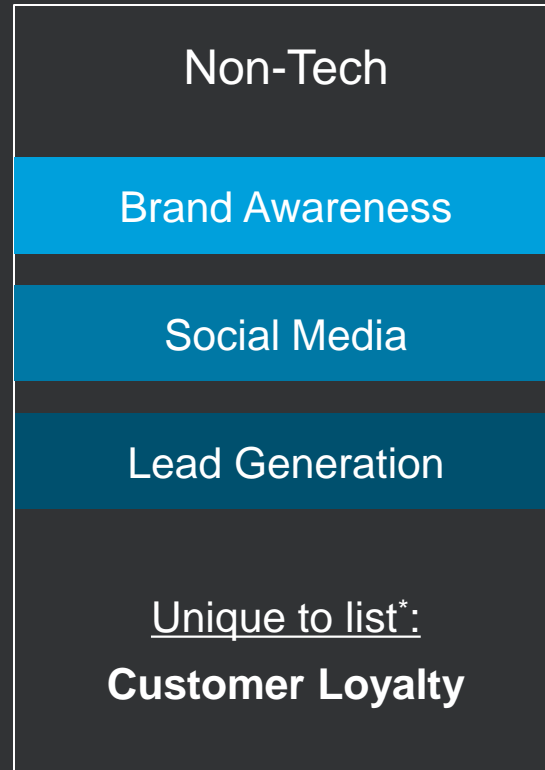
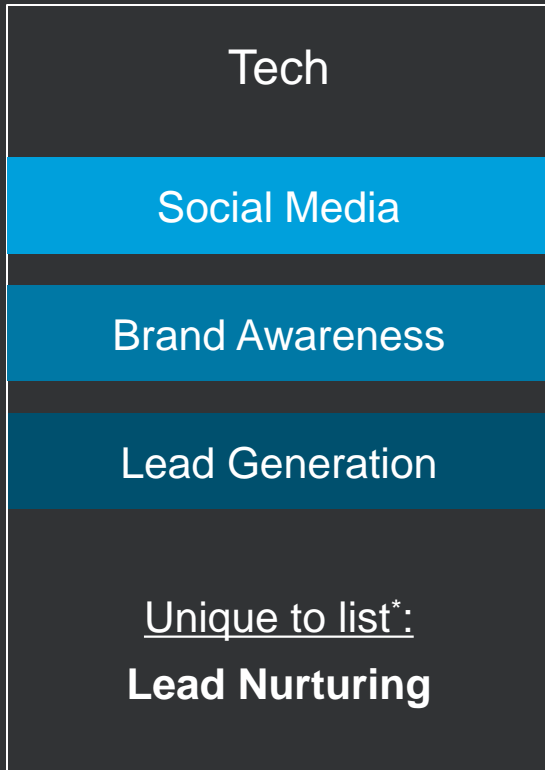


**Most Difficult
Department:**

Finance

Least Difficult:
Customer
Service/Support

3 most important types of marketing they're engaged in- Similar but different



There's a disconnect when asked what they're engaged in versus what is viewed as most important

For Tech, Events is deemed as #5 “most important” but is not in the top 5 marketing types actually “engaged in”. Email is on both lists for Marketing types “engaged in”, but not deemed as important.

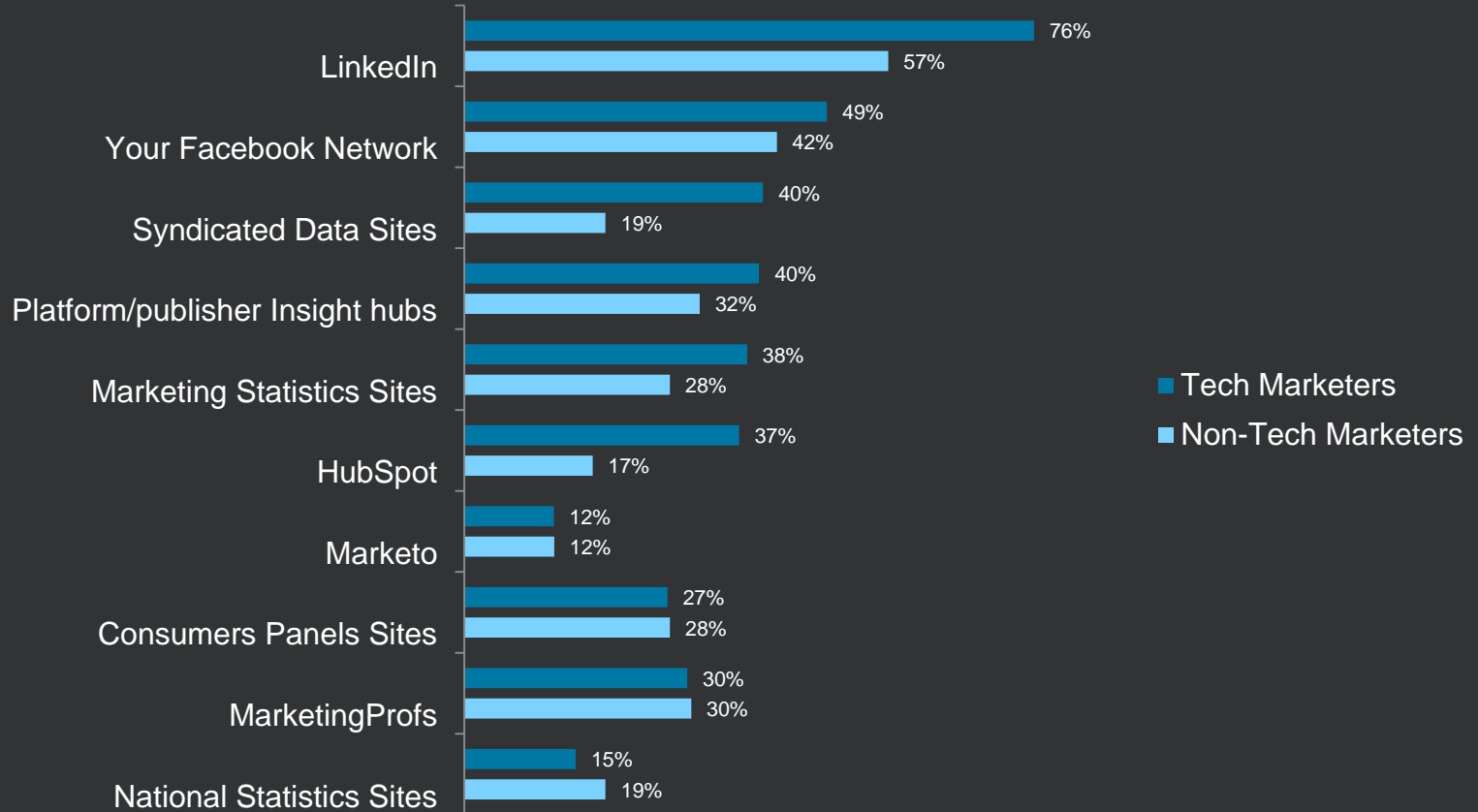
Tech Marketers	Most <u>important</u> marketing types	Marketing types <u>actually engaged in</u>
Brand Awareness	1	2
Lead Generation	2	3
Social Media	2	1
Content	4	5
Events	5	
Email		4

Non-Tech Marketers	Most <u>important</u> marketing types	Marketing types <u>actually engaged in</u>
Brand Awareness	1	1
Social Media	2	2
Lead Generation	3	2
Customer Loyalty	4	
Public Relations	5	
Email		4
Events		5

Tech Marketers and Non-Tech Marketers...

WHERE DO THEY GO FOR CONTENT

Where do they go for marketing information?



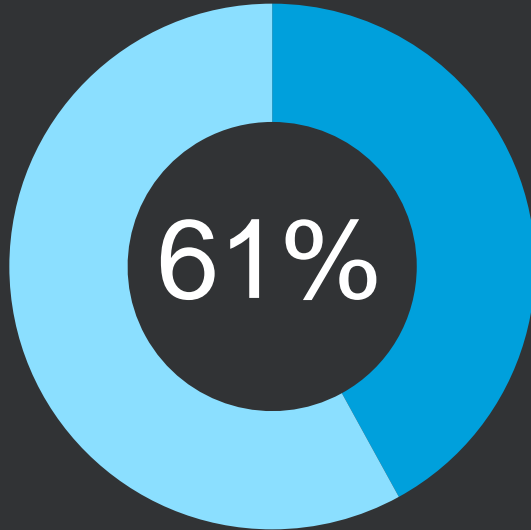
Tech Marketers and Non-Tech Marketers...

WHAT CONTENT DO THEY WANT

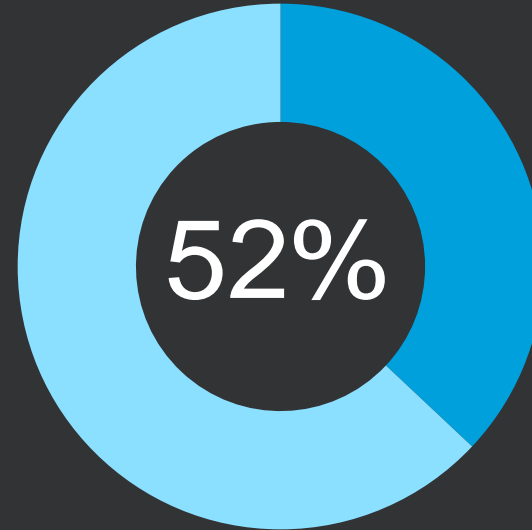
Topic searched most often

of Tech Marketers & Non-Tech Marketers surveyed search for
“Social Media”

Tech Marketers



Non-Tech Marketers



Other top 5 marketing topics searched for- similar for both

Tech Marketers skew to searching for info like Content and Mobile Marketing, whereas Non-Tech Marketers are more likely to search about Brand Marketing and Lead Generation.

Tech Marketers Average # of Info = 8	Non-Tech Marketers Average # of Info = 6
Content Marketing	Brand Marketing
Mobile Marketing	Lead Generation
Brand Marketing	Content Marketing
Email Marketing	Marketing Technology
Marketing ROI	Mobile Marketing

They are looking to find differing topics on LinkedIn

Aided responses when asked “what marketing information they want LinkedIn to provide.”

Tech Marketers

Social Media
Marketing ROI
Marketing Technology
Content Marketing
Brand Marketing



Non-Tech Marketers

Brand Marketing
Social Media
Lead Generation
Job Opportunities
Buyer behavior and profile



Unaided responses told a more detailed story...

“information that presents **more detail**, less high level and does not require 3rd party sign up to obtain”

“there is not enough content that I would categorize as - **For Learning**”

“I want LinkedIn to provide me with all the digital marketing **tips and tricks** along with optimizing ads on different networks so that I can become expert in my roles and responsibilities”

“More **industry specific** market insights”

i.e. **Less *what* and more *how!***

“Innovation, local and global trends, info on relevant **training/learning** opportunities”

“**Target audience** orientation and solutions”

“**How to guides.** Latest current marketing technologies to adopt.”

“More '**how-to**' series on content marketing”

“Expertise / knowledge sharing on **specific industries.** e.g. We focus on a very niche industry”

“**Case studies** on how users have used LinkedIn as success stories”

“**Data on developing/ emerging markets.** Most marketing/thought leadership materials are US specific”

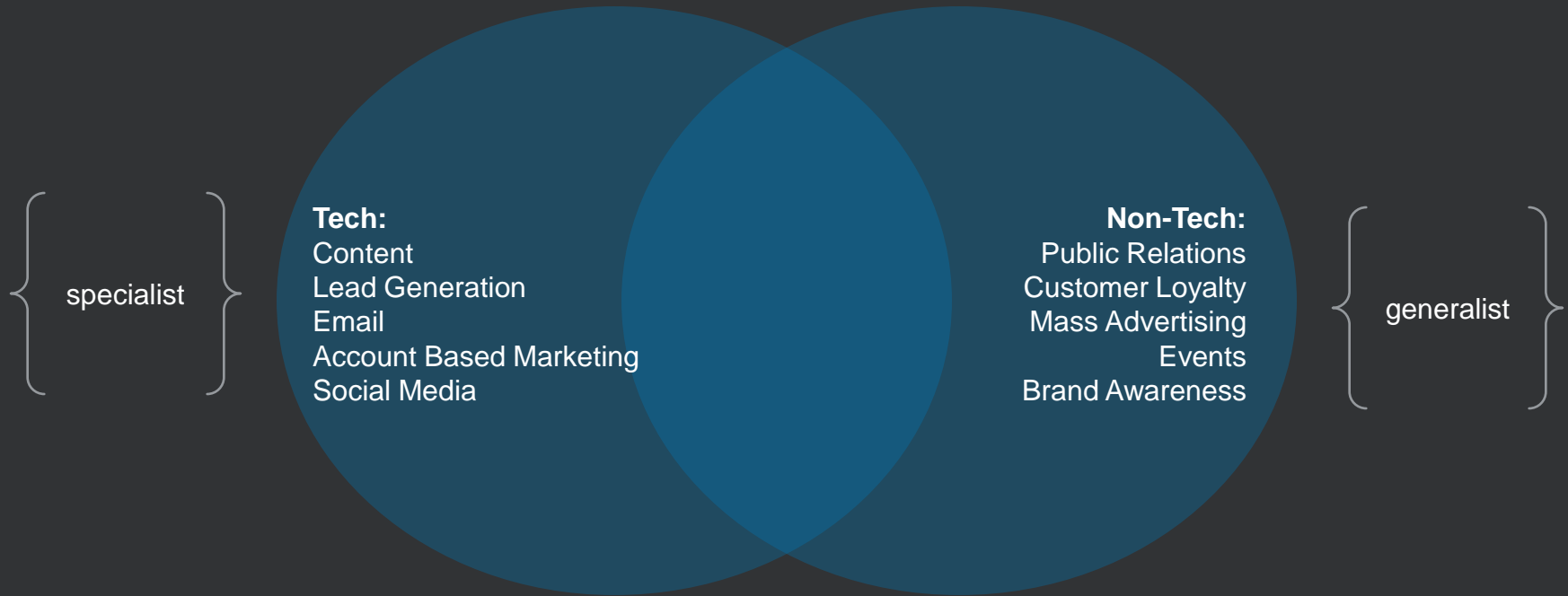
Tech Marketers are...

SPECIALISTS

Non-Tech Marketers are...

GENERALISTS

Specialists versus generalists when it comes to top 5 responsibilities listed



Some of the content they're consuming on the platform



How to address the tech marketer challenges: Think like a Specialist

Be Precise

Focus content on tech industry issues not broad marketing themes. Industry issue first, marketing issue second.

Demonstrate the effectiveness of LinkedIn as a source of high-quality leads for the technology industry.

Help them do more with less so they can spend time on the tasks that are neglecting: Brand, Customer Loyalty and ABM.

Go Deep

In-depth content covering key industry topics: IoT, security, SaaS, CRM, data management, and cloud.

Detailed guide to lead-generation on LinkedIn for tech companies and more target audience insights.

How to: Tech Customer Loyalty on LinkedIn; Building your Tech Brand on LinkedIn and Account Based Marketing for Tech.



A Tale of Two Marketers at-a-glance

There are differences between a Tech Marketer and a Non-Tech Marketer...

Tech Marketers

- B2B-Focused
- Event and Content are part of 5 important marketing types
- Skews more toward Unsatisfied with job
- Internal challenge = Demonstrating return on marketing investment
- Search for Email Marketing, Marketing ROI
- Want LinkedIn to provide info on Marketing ROI, Marketing Technology, Content Marketing

Non-Tech Marketers

- B2B & B2C
- Customer Loyalty and Public Relations are part of 5 important marketing types
- Skews more toward Satisfied with job
- Internal challenge = Budget Approvals
- Search for Lead Generation, Marketing Technology
- Want LinkedIn to provide info on Lead Generation, Job Opportunities, Buyer behavior and profile