Spiciest Content

OF 2017

As the year draws to an end (and the days grow chillier), we've built a little content fire to reignite your creativity and help keep your marketing red hot well into 2018.
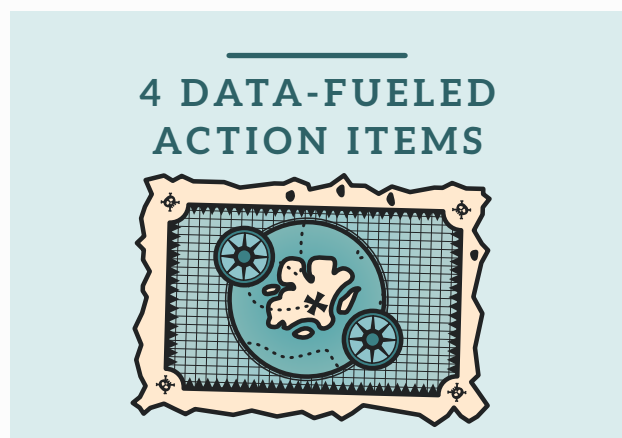
Snuggle up in your favorite fleece blanket, pour a steaming cup of cocoa, and get toasty with this year's most popular content:

REPORT

STATE OF IT 2018

Discover the trends and troubled waters that will consume IT buyers' time and budgets in 2018.

BLOG POST

4 DATA-FUELED ACTION ITEMS FROM THE 2018 STATE OF IT

Learn how to translate State of IT findings into actionable, concrete marketing strategies.

INFOGRAPHIC

THE MIGHTY ITDM AND BDM

Want to know who really calls the shots in IT purchasing decisions? We did the research.

REPORT

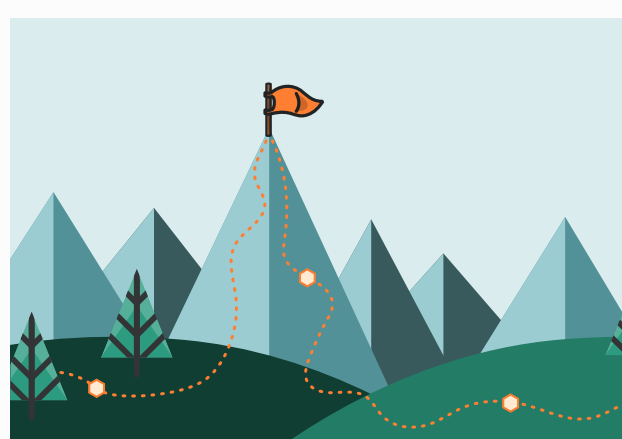### ITDM AND BDM: TECH PURCHASE SUPERHEROS

Are you targeting the right persona? Use these data highlights from our full report to find out.

WEBINAR

CONTENT MADE TO ORDER

Discover how to reach your audience with the right content, in the right place, and at the right time.

WEBINAR

MAKE YOUR MARK ON THE IT BUYER'S JOURNEY

Learn what pain points IT pros experience along the buying journey — and how tech marketers can help.

WEBINAR

HOW KEVIN BACON CAN SAVE YOUR CONTENT

What does Kevin Bacon have to do with the success of your content strategy? We break it down.

REPORT

IT PRO PATH TO PURCHASE

Gain insight into how IT pros buy and what helps guide them along the trek toward a tech purchase.

BLOG POST

HOW TO LOSE THE FEAR OF BEING FUNNY: Q&A WITH TIM WASHER

Does humor have a place in your marketing strategy? Tim Washer answers from experience.