



2018 TECH MARKETING

GOLD

10 B2B TECH MARKETING TRENDS THAT WILL DOMINATE THE YEAR

There's no shortage of channels and methods tech marketers can use to reach audiences. But when it comes to outpacing competitors to win over IT buyers, only a select few strategies and tactics can bring home the gold. To find out what's hot in 2018, we surveyed nearly 200 tech marketers.

1

New business acquisition leads the marketing priority pack.

Primary objectives for tech marketing departments in 2018...

NEW ACCOUNT ACQUISITION 77%

BOOST BRAND AWARENESS 64%

GROW EXISTING ACCOUNTS 47%

2

Email, visual content, and video are going strong.

"Important to extremely important" marketing tactics in 2018...



EMAIL

78%



VISUAL CONTENT

78%



VIDEO

78%



PAID DIGITAL ADS

77%



LONG-FORM WRITTEN CONTENT

75%

3

Podcasts are lagging behind.

60% of tech marketers did not use podcasts in 2017.

51% said podcasts are "not important at all" to their marketing efforts in 2018.



4

Direct mail is getting low scores.

34% of tech marketers did not use direct mail in 2017.

36% said direct mail is "not important at all" to their marketing efforts in 2018.



5

Long-live long form! This format continues to drive results.

69% of respondents rated long-form content (reports, ebooks, and whitepapers) as effective to extremely effective in meeting marketing objectives in 2017.

32% of marketers plan to increase their resources (e.g. time, budget, personnel) for long-form content in 2018.



6

Marketers are dedicating more resources to video and visual content.

50% of respondents plan to invest in video.

44% expect to ramp up resources for visual content. (e.g. infographics and interactive web pages).



7

ABM and inbound are ahead, but traditional marketing falls back.

56% of respondents plan to boost resource allocation for both account-based marketing and inbound/content marketing.

18% plan to pull back allocation to traditional marketing (e.g. print advertising, billboards and cable TV ads) and 34% won't be investing in traditional marketing at all.



8

Marketers are more confident about inbound practices than influencer marketing.

83% of marketers feel strong about integrating inbound marketing into their 2018 plan.

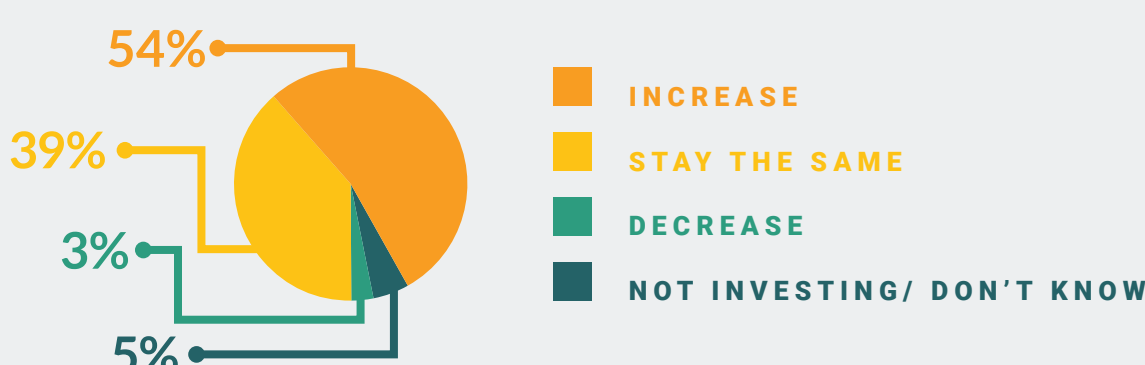
54% are confident about influencer marketing.



9

Marketing automation investments will spike.

How marketing automation investment will change in 2018...



10

Three top trends have marketers pumped.

When asked which marketing efforts they're most excited to experiment with in 2018, the top answers were:



VIDEO



CONTENT



ABM

METHODOLOGY

The survey was conducted by Spiceworks in December 2017 and included 193 B2B marketers in the technology industry within North America and Europe. They represent a variety of titles, including CMOs, marketing executives and directors, product marketers, content marketers, market researchers, and more. Respondents come from a variety of company sizes, including small-to-medium-sized businesses and enterprises.

About Spiceworks

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