

# Spiceworks Summer Kit

Your guide to fun in the tech marketing sun...



**Summer is here**, and your work is heating up as well. Don't break a sweat! Spiceworks has your back with a handy planning kit so you can stay **calm, COOL, and collected** as you launch into your summer campaigns.

## Hot Events

**Ignite:** 10 July, 2018 (London)

**Dmexco:** 12 – 13 September, 2018 (Cologne)

**Technology for Marketing:** 26 – 27 September (London)

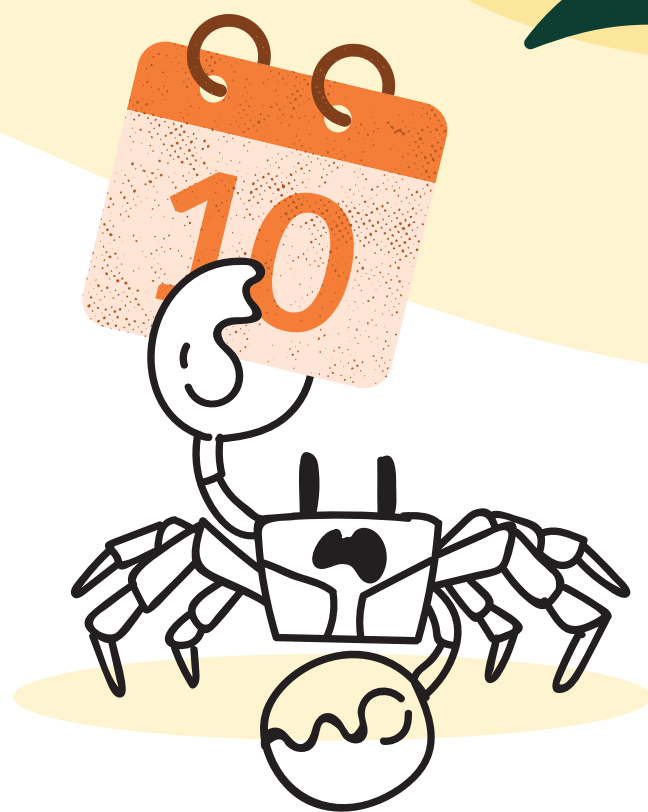
**SpiceWorld:** 8 – 10 October, 2018 (Austin, USA)

**B2B Europe:** 9 October, 2018 (Amsterdam)

**Search Love:** 15 – 16 October, 2018 (London)

**MarTech Alliance Festival:** 31 October, 2018 (London)

**Big Data Summit:** 13 November, 2018 (London)



## Quality Reads

**2018 State of IT:** Budgets and tech trends

**IT Brand Loyalty:** Winning the hearts and minds of IT buyers

**ITDMs & BDMs:** Understanding the tech purchase process

**Security:** Hot topics being discussed in the Spiceworks Community

**Tech Marketing Gold:** 10 B2B trends that'll dominate 2018

## Summer Hours: 24/7

It might be holiday for the kids, but IT never rests! Even when buyers do take some R&R, don't fret. After all, tech is a team sport. Colleagues will pick up the slack as they keep projects swimming forward.

### Word of advice: play the long game.

With some sales cycles taking up to six months, it's crucial that your brand remain front of mind. Forget the one strike wonder, you need to invest in building your brand and nurture efforts.

The Spiceworks ITDM and BDM study revealed that IT buyers can consume between 12–17 pieces of content before making a purchasing decision. So make sure your content play won't melt away in the coming months!



## Use it or lost IT

**You know the drill:** as soon as the plane is airborne, the higher-ups are scheming to get their hands on your marketing budget. A little caffeine and suddenly everyone's a marketing expert!

### Tip #1:

Did you know that adults watch up to 5 hours of video every day? **Use in-stream video ads, targeting IT buyers anywhere on the web.** It's a great way to complement your media plan and tell your brand story!

### Tip #2:

Spiceworks has partnered with Convertr (lead management platform). The platform is fully **GDPR** compliant (of course), but more importantly: it helps produce better quality leads. Plus, leads are delivered to your CRM in real time, increasing the chance of conversion by **95%**.

### Tip #3:

Reach buyers that are **'in-market'** with first-party data. Billions of signals from within the Spiceworks Community create a dynamic set of intent and conquest segments. Activate yours using On-Net-work Display, Audience Extension and Email.

**Spiceworks is here to build a relevant campaign for you this summer season (and beyond).**

Don't get burnt because you hit the beach without a plan. Lock down your efforts before the break and let us sweat the small stuff.

[Get In Touch](#)

## About Spiceworks

Spiceworks is the platform that connects the IT industry to help technology buyers and sellers get their jobs done, every day. The company empowers the world's businesses to find, adopt, and manage the latest technologies while also helping IT brands build, market, and support better products and services. Founded in 2006 and headquartered in Austin, Texas, Spiceworks makes IT easy, and enjoyable, for everyone.

For more information visit [www.spiceworks.com/marketing](http://www.spiceworks.com/marketing).

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