

Issue One: How Technology Marketers Meet Buyers' Appetite for Content, March 2007, KnowledgeStorm Inc., & MarketingSherpa.

http://www.knowledgestorm.com/search/viewabstract/87939?pos=1&referer=SEARCH_RESULTS&trkpg=search_results_abstract visited 08-29-07

p. 3. 75 percent of technology info searches are made online.

p. 3. "Seventy-nine percent of technology buyers stated that they received 25% or more of their information from vendor-sponsored content, including white papers, case studies, corporate Websites and technology solution information."

p. 3 "...61% of technology buyers look for different kinds of information at various points in the buying cycle. They want content that directly addresses the issue they face at each point in the decision process, whether that's evaluating the financial consequences of a purchase or tackling the intricacies of implementing a new enterprise technology."

p. 3 "275 [of marketers] have recognized the need to develop new content that supports potential customers throughout the buying cycle and in different functions that influence purchases."

p. 4 85% of technology buyers report that they need to encounter at least three pieces of content before they acquire significant knowledge about a particular technology solution."

p.4 "Marketers who provide frequently updated, educational content and develop materials targeted to specific stages in the buying cycle, meet the needs and expectations of technology buyers."

p.9 "Technology buyers also sought high quality presentations and excellent writing, both rated as quite important by more than 70% of respondents."

p. 11 "What percent of your technology research or information gathering is done online vs. offline? Online: 74%, Offline: 26%.

p. 12 "More than 93% of technology buyers considered the information that they found online to be of equal or greater value than the content they received through traditional marketing venues such as events, printed materials and publications."

p.13. 80 percent of technology buyers get at least 25% of their information from vendors

p. 14 "White papers and case studies appeal to most technology buyers, with more than 71% saying that they frequently read white papers and 67% reporting that they often read case studies."

p. 16 47% of technology buyers frequently pass along case studies to co-workers and colleagues.

p.16 “Technology buyers need to be “touched” as often as any other consumer group. Traditionally, advertisers say that people need to read or hear something eight times before they remember it.”

p. 19 67% of technology buyers are online to search for a current solution to a problem.

p.22 targeted content provides greatest value “Eighty-two percent of technology buyers consider content that targets their specific industry to be most valuable...”

p.22 “...two-thirds of technology buyers highly value information specific to their job function...”