IT And Technology

5 Key Factors That Determine Success Of IT Marketers

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Demand Generation. At Scale.

The IT & technology industry prides itself on its use of digital channels to engage with its audience. Content marketing is widely used by companies to create touchpoints with their audiences through various channels like the web, mobile, email, search and others.

Here are key factors that influence the success of marketers in the tech industry, and how Deck 7 can help with each of them.

"THE INTERNET IS BECOMING THE TOWN SQUARE FOR THE GLOBAL VILLAGE OF TOMORROW."

BILL GATES

1

MARKET SEGMENTATION

Identifying the highest value sources of growth is one of the most important issues marketers face, and doing this effectively can have a disproportionate impact on a company's success. What most have called market segmentation for decades, some are now calling 'demand landscape mapping' – but the essentials remain the same. Marketers need to reach the segments that provide the most value for their companies.

With 8 IT/Tech publications and over 2,000 campaigns in deep segments of the IT/Tech landscape, Deck 7 marketers work alongside clients to identify not only high-value accounts but also to gain access to decision makers at these companies.

2

BIG DATA & ANALYTICS VS. INSIGHTS

While the volumes of data collected and stored are growing rapidly, fetching actual insights about customers - both existing and potential - remains a challenge. Even after utilizing several sophisticated tools, recognizing potential customers often remains beyond reach.

With an audience of over 95 million and 31 proprietary online publications across 16 industries, Deck 7 data engineers capture data and signals to provide marketers with insights about current and potential customers and market intelligence about suppliers, partners, and competitors.

95 + million audiences   **31** online publications

16 industries

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With 7 channels of engagement and 300+ marketing specialists and engineers, Deck 7 provides the resources, systems, processes, and integration for marketers to successfully execute multi-channel programs.

WEB **EMAIL** **SOCIAL** **VOICE**

DISPLAY **MOBILE** **SEARCH**
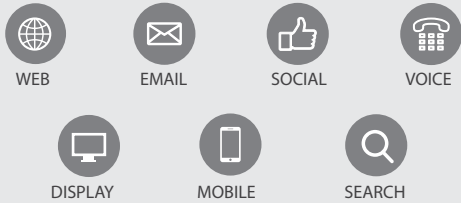
With campaign experience spanning 122 countries including all major business regions like NA, LATAM, EU, NORDICS, GCC, ASEAN, APAC and the like, Deck 7 marketers - spread across offices in time zones 12 hours apart – work around the clock to conduct location-based, 'real-time' marketing programs that help marketers compete globally and succeed.

With the people and processes to deliver "customer-first" marketing programs, Deck 7 partners with clients across its 7 service areas to provide the platform needed for marketers to personalize customer experiences on a global scale.

3
OMNI-CHANNEL ENGAGEMENT

Successful marketers know that they need to go where their customers are. It's no longer about 'where' but 'how' customers want to buy. Dealing with an omnichannel world means marketers need to utilize several channels effectively along with the right mix of these interfaces to expand their customer outreach.

4
COMPETING GLOBALLY

The challenge of omnichannel marketing is further compounded when companies expand their business globally. Marketers not only target customers at new places but also are well-prepared to respond to new competitors that can reach to them from different directions.
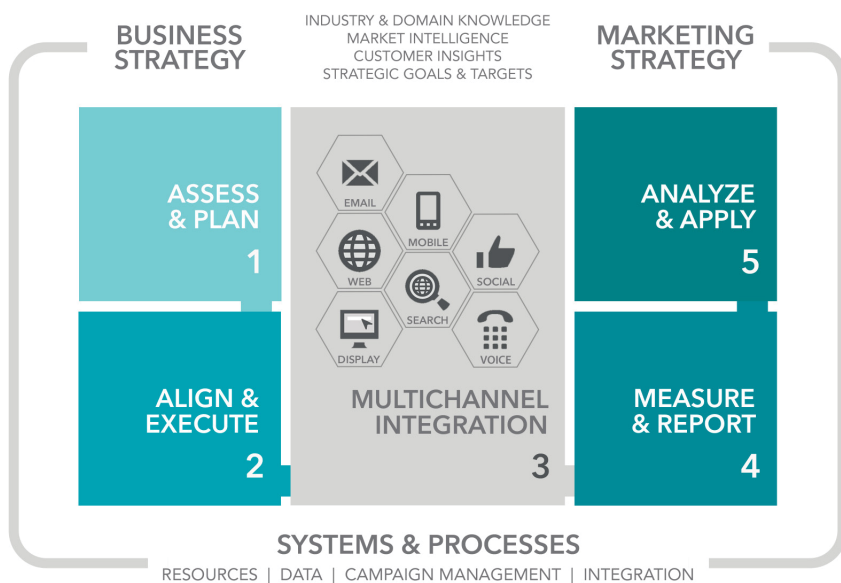
5
CUSTOMER CENTRICITY

According to an Econsultancy survey of 4,000 marketers, customer experience and personalization were rated as the top two digital trends to capture marketer focus by 2020. This strategic shift within companies towards greater customer centricity holds tremendous promise for both the marketer and the customer.

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Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

DECK7 FRAMEWORK FOR DIGITAL ™

BUSINESS STRATEGY

INDUSTRY & DOMAIN KNOWLEDGE
MARKET INTELLIGENCE
CUSTOMER INSIGHTS
STRATEGIC GOALS & TARGETS

MARKETING STRATEGY

ASSESS & PLAN
1

EMAIL
MOBILE
WEB
SOCIAL
SEARCH
DISPLAY
VOICE

ANALYZE & APPLY
5

ALIGN & EXECUTE
2

MULTICHANNEL INTEGRATION
3

MEASURE & REPORT
4

SYSTEMS & PROCESSES
RESOURCES | DATA | CAMPAIGN MANAGEMENT | INTEGRATION

content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

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