

Tech Marketers: What Do IT Pros and Decision-Maker Audiences Really Want?

Tech marketers across the globe are working hard to get the word out about their products and services. If you're a tech marketer, you know that it can be tough sometimes to connect with in-the-trenches people that are always too busy and budget strapped to look at new solutions on a regular basis. With that in mind, you spend weeks putting together compelling stories to share with them.

And they sometimes fall flat.

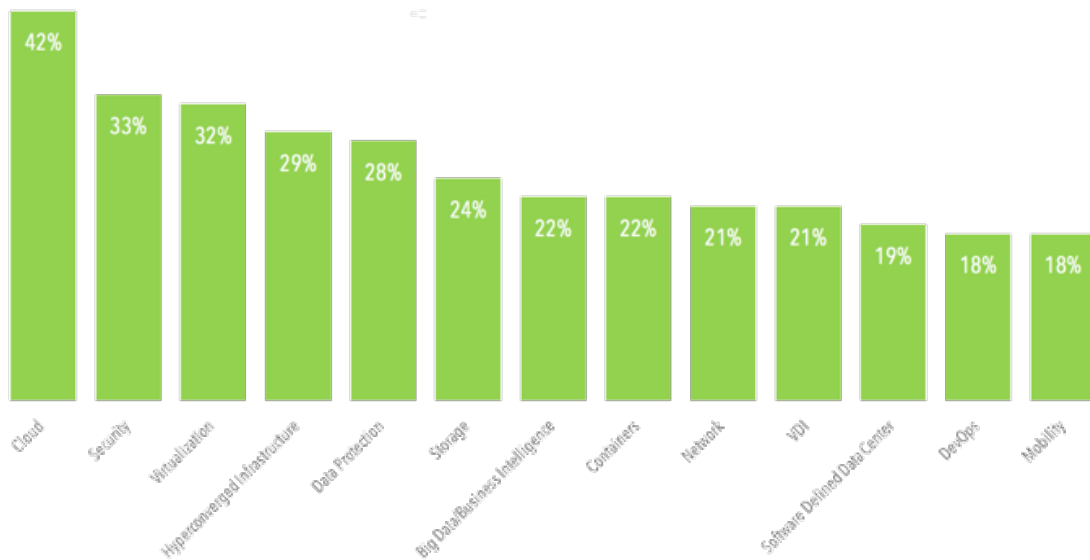
Why does this happen? Do your stories not resonate with the audience? That may be the case, but it's also entirely possible that your story was really good, but the delivery of that story wasn't conveyed in a channel that was interesting to the prospect.

To better understand what's going on in the heads of IT pros and decision makers, Actual Tech Media conducted its first-ever audience survey. They had a number of goals for this survey:

- Identify the types of content that truly resonate with our audience. This helps us better shape our own services and can also help you better target the kinds of content that you might create as well.
- Gain insight into topics areas that need more attention. ActualTech Media is a content marketing services and demand generation agency. By ensuring that we understand what our audience needs, we can more easily determine the specific content topics on which we should focus. This also helps us work with our clients to make strategic recommendations around how they should focus their efforts as well.
- Learn about current challenges and upcoming projects. We sought to understand where our audience is spending money and what is driving them to spend money on certain priorities over other needs.

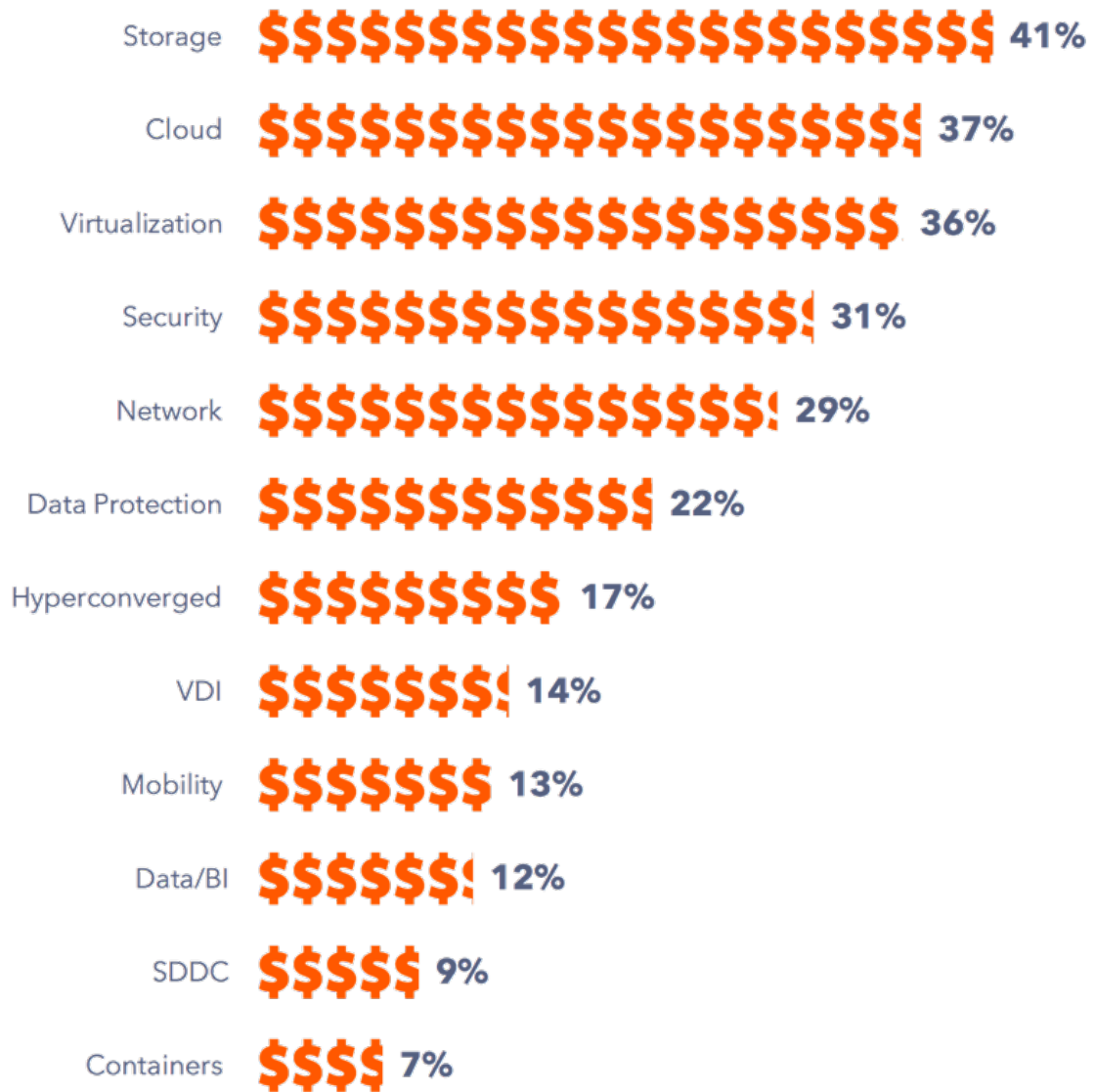
There are a number of key findings that are important to point out:

- Many IT pros are overwhelmed. 61% wear multiple hats, with a full 31% handling 5 or more roles inside the IT organization.
- There is a lot of need for good, quality information in a lot of areas. Respondents identified cloud (42%), security (33%), virtualization (32%), hyperconverged infrastructure (29%), data protection (28%), and storage (24%) as primary areas of need when it comes to learning in 2017. The figure below provides you with the full results for this question.



- Explainer videos and webinars lead the content pack. With lots of hats to wear, respondents are looking for “quick wins” when it comes to learning and content consumption. 96% of respondents say that explainer videos are useful to them while 95% say the same about webinars. By the way, 94% of respondents say that they love video interviews with a vendor technical expert and 92% say that they find value in video interviews with third party experts.
- For video, 4 to 6 minutes is the sweet spot. We asked some in-depth questions around how our audience prefers to consume video, one of which was around length. By a wide margin, 4 to 6 minute videos were identified as the perfect length. Shorter than that and people feel as if they’re not getting enough information and longer than that and people’s attention begins to fade.

- Storage isn't dead! 41% of survey respondents indicated that they're going to buy storage this year.



This article was originally done by Scott. D Lowe of Actual Tech Media.