

[Our Writer's Advice] 3 Smart Reasons Why Technology Companies Need To Master Content Marketing

by Raquel Lasenby | Content Marketing, Our Writer's Advice



We asked our writers for their take on why technology companies need to master content marketing. We'll be sharing their blog posting in a series called "Our Writer's Advice." Here is Raquel Lasenby's perspective:

3 Smart Reasons Why Technology Companies Need To Master Content Marketing

In 2016, a whopping 95% of B2B technology companies in North America used content marketing, according to [Content Marketing Institute](#).

Yet, of the same group of respondents, only 30% said their companies were effective at content marketing.

There are [many benefits](#) for tech companies to bridge the gap between ineffective and effective content marketing, not the least of which are:

- To establish your company as a thought leader
- To build trust
- To create leads

However, one of the greatest barriers to becoming effective at content marketing is the rapid pace of development that defines the technology industry.

Interestingly, it's this constant state of change that supports the need for tech companies to make their complex technological topics relatable, to differentiate themselves from the competition, and to establish a long-term marketing strategy.

Read on to discover three smart reasons technology companies need to master content marketing.

Make Complex Messages Relatable

Difficult ideas are easier to absorb when framed within the context of a story.

One of the ways tech companies can master content marketing is by infusing their stories with an emotional angle that connects with prospects on a human level.

When complex concepts are presented in the form of stories, which captivate the imagination, you make your product and company more relatable and relevant.

Content As a Means To Differentiate

The tech industry is competitive, and marketers need fresh ideas that stand out in the crowd.

Content that addresses and solves real problems faced by existing or potential clients is proof that your tech company is committed to putting the needs of customers first.

A report by [IDG Enterprise](#) finds that IT decision-makers don't want to be sold to. What they do want is to find answers to their questions on how to use technology to move their business forward.

Long Term Strategy

A commitment to content marketing means you're in it for the long haul. It's a long-term strategy dedicated to building relationships with customers rather than a "one and done" approach.

Every day it seems as though new technology is released, or an opportunity is created to upgrade existing products. The rapid pace of innovation in IT, however, far outpaces the rate at which businesses actually replace or upgrade their systems, which means the buying cycle is often long.

As prospects make their way through the buyer's journey, tech companies must obtain deep knowledge of the daily challenges they face.

As you learn about your audience's challenges, it's critical to create responsive content that educates and nurtures them through the buying cycle. When an educated prospect is ready to purchase – one month or one year from now – the strategy of content marketing pays off.

Technology companies have embraced content marketing but there's a clear opportunity to master this customer-centric method of marketing and communicating. Use content marketing to simplify your message, differentiate your brand and support a long-term strategy of relationship building with your customers.

It's the smart thing to do.

Looking for more information on content marketing? Check out our blogs on [www.mercermackay.com](#) or look into our programs to learn how we can help you increase your content marketing efforts.

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Sally on March 9, 2017 at 5:56 pm

Smart, concise and insightful article, Raquel. Embracing content marketing just got a whole lot easier!

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