



**TECH**DATAPARK



**BEING A TECH  
Marketer:  
THE OBVIOUS  
CHALLENGE & SOLUTIONS**

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## WHO IS A TECH-MARKETER?

Kevin was set on a different path in life. He wanted to become an accounting officer. But after the completion of his high school, he changed the path he took in life. After watching the movie “The Social Network,” he was captivated by the marketing world and wanted a career in the same field. He spent significant time learning about the technical know-how of marketing. He was determined to become a tech marketer.

*But who is a tech marketer? What is tech marketing?*

The vagueness in the definition of both the terms is often off-putting. Tech marketing companies make money by selling technology-based products or services to customers. Such names as SaaS and Oracle are the best examples of tech marketing companies. Mostly B2B, there are certain exceptions with the likes of Amazon, who is recognized as both an e-commerce giant and a cloud service provider.

Tech marketing companies are different due to the complexity of the products or services they handle. The channel of work is very different.

And it is true! Companies that excel in technology-based products or services are high in demand. But let’s get back to our first question- who is a tech marketer?



A tech marketer can grasp and understand the technical concepts of a highly complex product/services; can manage all the marketing endeavors of the tech organization they are associated with.

Now in tech marketing, the job role of a tech marketer can be defined based on the kind of function they perform. A tech marketer can be well-versed in communications, in demand and operations, product marketing or even in creative branding.

See, technical marketing is not only about being well-versed in an advanced product or service; it is about educating the audience about complex systems, convincing them to invest in the product or service, and nurture potential leads.

Thus, any job function a tech marketer performs, be it communications or product marketing; the ultimate goal remains the same- to boost the sales of the product or service, the one which is complex.

A tech marketer is in demand right now. However, the job role is not easy, especially with the numerous hurdles covering the But does that mean that no one should pursue a career in the similar field?



Not necessarily. Like Kevin, there are many who want to become a tech marketer, but give up easy, early on the journey due to the difficulties faced.

So, Kevin's dreams of becoming a tech marketer were not far-fetched. He needed to overcome all the hurdles, find solutions and be victorious.

# 5 Top Technology Marketing Challenges



These days the biggest challenges in technology marketing include both the buyers and the sellers.

But every marketing technology glitch is not always a marketing technology challenge. Though most tech marketers refuse to agree with this simple idea, this is the truth!

Some technological marketing glitches may be opportunities disguised as challenges. In all honesty, here the tech marketers' creativity and problem-solving strategy can give room for continuous improvement of the said technologies.

These small changes can account for better customer experience on your website or your app and can increase the earnings of the company.

But, specific challenges are severe. These cause you to pull out your hair to work for an amicable solution.

As a tech marketer myself, I have faced such similar challenges in my job that has questioned everything I have ever worked for. Based on those experiences, I have highlighted five of the most common problems faced by tech marketers. Understanding these challenges will be useful when looking for solutions.



## 1. Profiling that single view of the customer

Well, call it profiling, modeling, or even linking the digital identity to the actual customer- the problem is genuine. There are a few pesky customers who have a completely different online footprint across various devices and accounts, which makes it challenging to bracket them into a specific group and provide personalized services.

Surprised? Well, this is true! It has happened to me many times. And it becomes very frustrating for tech marketers.

When the whole and soul of digital marketing is to provide a unique experience to the user, it becomes quite tricky if one customer is out of the reach of your digital marketing campaigns.

It is almost impossible to frame this type of customers' identity since it remains fragmented across various devices, browsers, apps, and platforms. Their customer journey mapping also has different touchpoints, making it impossible for tech marketers to locate them or their need.



A recent report conducted revealed that almost 99% of the tech marketing companies believe that a single customer view is extremely pivotal for their business.



Prospective customers keep switching their devices and platforms to use your product or service or even login to your website. They are present at the moment; however, they can disappear into the black hole of the web industry. These customers sometimes browse using different virtual private network (VPN), ultimately rendering all of your marketing efforts down the drain.

The CEO of Retention Science, Jerry Jao has highlighted that for most of the part; he deals with retaining customers, more than acquiring new ones. Jao stressed that every business has been trying to understand their customers better, to serve them better. According to him, the best way to engage customers would be to create more loyal customers than focusing on getting new ones. It is “difficult to get all data into one place” as most of the data is scattered all over different platforms. Collecting customer data from each source would be difficult and time-consuming. Hence, it would be smarter to build a loyal base of followers.



The Vice President of marketing at Trust Radius, Bertrand Hazard said that tracking and targeting consumers across different channels is a challenge. Many businesses are tackling this problem using various types of approach. While companies like Adobe is using a suite based approach with their products, others are emphasizing on integration.

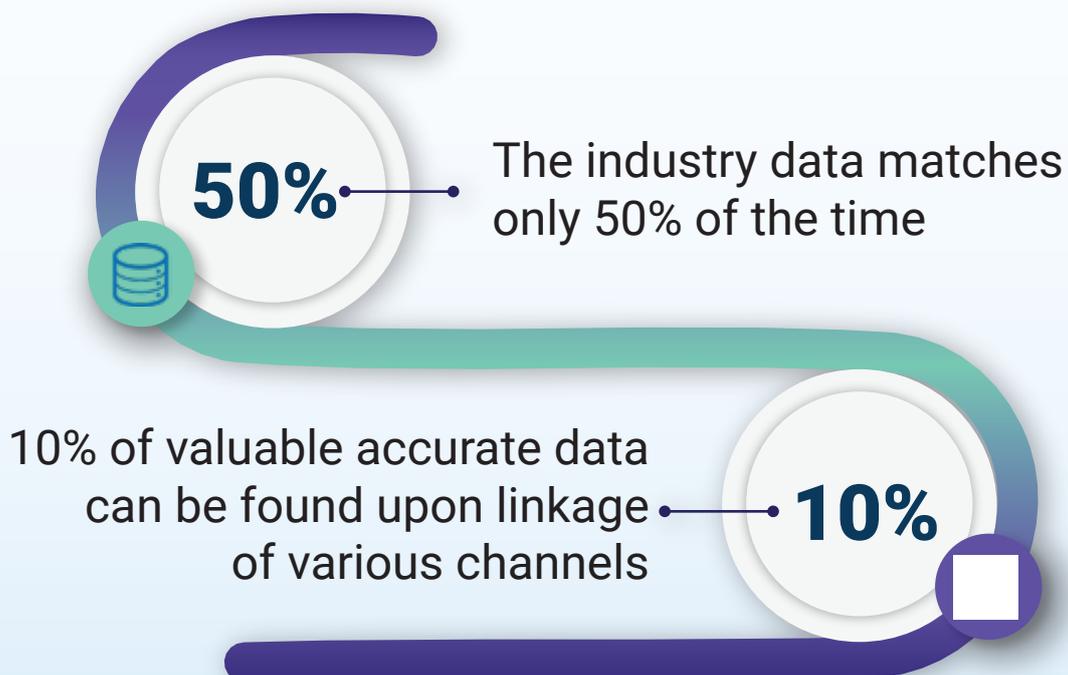
There does exist automated solutions for modeling, reconciling, and authenticating identities, but, success depends much on the quality of the data.

## 2. Getting data that is good enough

There has been such an uproar surrounding big data that I cannot skip mentioning it. What is big data? It is defined as a group of data that is too large and complex for traditional data-processing applications.

Large sets of big data lie with the businesses, with no potential use – the simple reason being that companies have no idea how to process such massive sets of data.

Now with large sets of data being collected by companies, the daunting task of “data hygiene” has also become necessary for them. Data hygiene is the simple task of stripping off the databases of inaccurate, duplicate or misspelled data. This clears up space for storing valuable data.



Now, there is a second set of data collected as well. This form of valuable data is obtained from various social media platforms. Some experts have highlighted that collecting data from multiple social media channels can be pricey, policy-adhering and time-consuming. But, many believe that by linking identities over the channels, a lot of useful data can be amassed.

The experts prefer to get bad data if necessary than having no data at all.

### 3. Arranging the Assets Right

Digital Asset Management is an important thing that many tech marketers don't pay attention to. Or because they don't want to think much about it. Identifying a potential customer and engaging with them in a conversation is all good. Tracking web pages for customer behavior or responding to emails, all it falls in place. But, without knowing which type of content to present to the prospects is like entering the battlefield empty-handed.

This is where Digital Asset Management (DAM) comes to play. Many expert tech marketers believe it to be the heart of content marketing. Writing on a vast number of topics to reach out to the targeted group of audience is excellent, yet, finding them at the right time to send to the right people is necessary. An Excel spreadsheet is not enough to manage assets. It needs proper planning and execution, hence, the need for digital asset management.

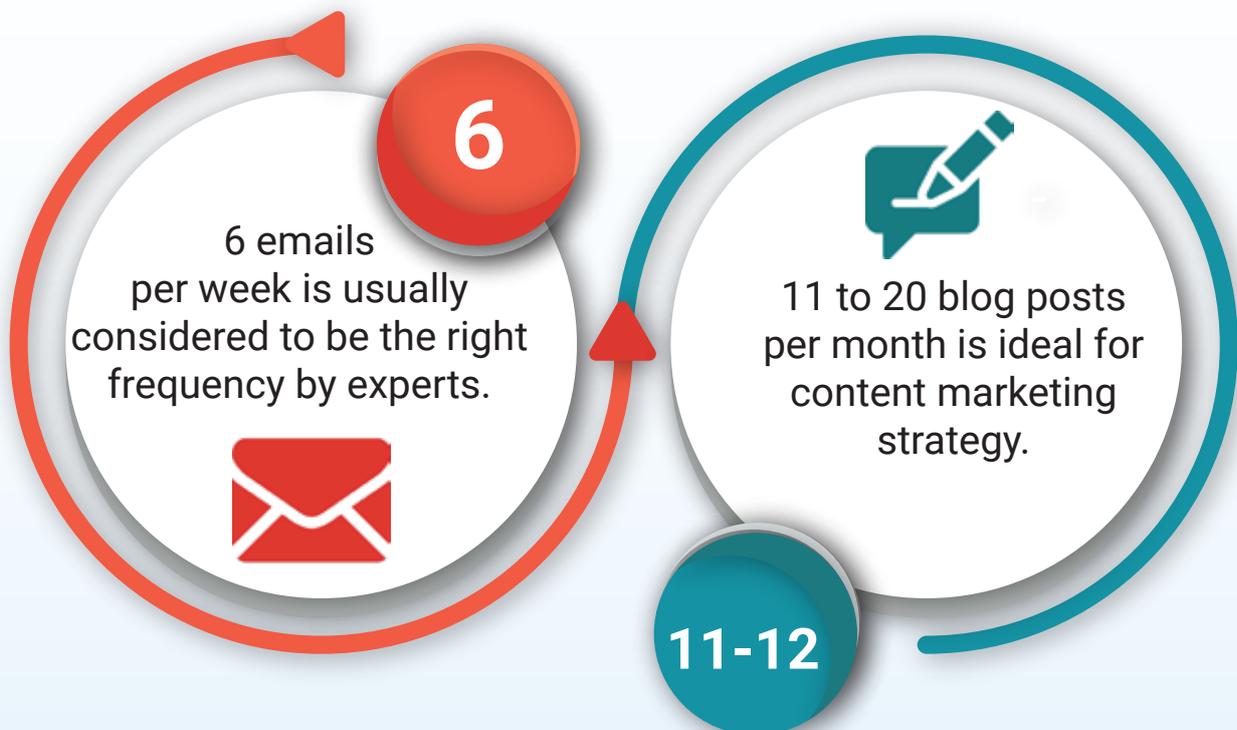
Most tech marketers ignore this simple fact, often disappointing potential customers. It also becomes difficult to optimize content for the future.

With digital asset management, it is easy to balance an extensive collection of content that can be used to reach out to the right prospects out there.

## 4. Getting the right frequency

There is a concept of the “sweet spot” for a variety of marketing collateral. It is defined as the optimal level wherein the end user is targeted to ensure conversion into a paying customer.

A similar concept gets applied to online ads as well. If you show the announcement fewer times, there is a chance it might not get registered in the minds of the user. Featuring the ad too many times increases the chances of the end users getting annoyed and considering it to be advertisement clutter.



The thing about customers is that they don't want to invest in the products/ services that target them every chance they get. Yes, repeating the advertisement a few times is fine, but crossing the limit will cause disruption. You should respect their preferences and know that the audience doesn't like to be reached everywhere.

You will find customers everywhere, but do they want to be bothered by ads of products/services all the time? See, it is about getting the right frequency.

Tech marketers worry a lot about collecting the data of their target audience; however, they fail to concentrate on privacy concerns. Most tech marketers believe that data is the only way to good marketing and thus invest more time and money for it. The real challenge is about being sensitive about customer privacy and understanding the concept of frequency. It is about reaching the right audience at the right time with the right content!

## 5. Getting clear on the ROI

When a tech marketer calculates the ROI (Return on Investment) of a digital marketing campaign, the general callous attitude towards having unspecific goals like “increased subscriber count” or “increased page views” can be damaging.

In the age of the empowered and the well-informed customer, you need to map out precisely on how many page views you need and how many people need to subscribe to your mailing list.

This is necessary for your entire campaign to be a success.

If you have the right technology or the appropriate tools to measure the entire analytics of the digital marketing campaign, you should use it to your benefit. A loyal customer is not a revenue source but also a brand advocate, and the compelling brand voice to the prospects who are looking to avail your products/services.

To get the best ROI for your digital marketing campaign, you need to specify the goals for your marketing campaign. It might be as simple as improving the subscriber count by a 1000 people or a complex goal like increasing the email open rates by 80%. To achieve what you desire in marketing, you need to have a proper layout of your goals.

From your social media reputation to brand voice, brand performance to post-work services, apply all relevant points to your marketing campaigns.

To have a successful marketing campaign, you need to get your ROIs sorted.

## How Tech Marketers Must Overcome the Most Common Marketing Challenges?



While some tech marketers are struggling to keep up with the rapid dynamism of the web industry, some experts suggest that by re-approaching the challenges right, a boost can be expected in the industry as well personal careers.

It was the year 1999 that the former CMO (Chief Marketing Officer) of Coca-Cola, Sergio Zyman penned the book “The End of Marketing as We Know It.” It is one of the most influential books for any marketer. But, even after 16 years, some of the marketing principles have survived. But considering it was written in 1999, Zyman could not have predicted it all.

This was the beginning of the change in the marketing industry!

Combining technology with the marketing scenario has changed everything. Consumers are more connected with the brands than before. With social media on the rise, it is easy to build relationships, keep an eye on the changing trends, changing preferences and predict the upcoming changes.

Yes, the world of marketing has changed completely. But the hurdles mentioned in the previous section are very real. Tech marketers are facing such obstacles every day. But like I said, not all challenges are severe. Some can be the opportunity for unprecedented growth.

Here has been summarized some of the most common ways to overcome the marketing challenges that marketers face.

## 1. Change with the changing velocity

Change is the only constant in life. And it never slows down. There is a stark difference between low performing companies and the ones which have a higher performance in the industry. The latter is always looking for continuous innovation and is ready to embrace new technologies. In comparison, companies with low performance sit in their mediocrity without adapting to the latest changes.

A Chief Marketing Officer might take the reins of all the tech marketing stuff in a large organization while in a small or medium organization this responsibility falls on the shoulders of the most tech-savvy marketers or even an outside consultant.

To ensure that every obstacle is sorted out, you, as a tech marketer, need to adapt to the changes as well. The faster you accept the dynamism and change your company, the higher your chances of scoring better in the industry.

## 2. Find the right talent

90%

of the companies do not have the right skills for handling key areas including social media, mobile, process automation, and performance monitoring and performance analysis.

**Capegemini Consulting**

The demand for tech-savvy marketers is high; although there seems to be a dire need for talented people in the industry.

A considerable gap exists between the university curriculums and the real-time advancements that have made the situation even worse. The university structure pays too much attention to long-term research and theories, with minimal emphasis on practical examples. This gap has contributed to an employment shortage.

The field of digital marketing is dynamic, and more so when it comes to content and social media marketing. The rules of engagement are compelling as well. Candidates should not only be trained but also made familiar with digital marketing tools and technologies.

Finding the right candidate is pivotal for companies to boost themselves to success. The ideal candidates are the ones who are not only immensely interested in the field of digital tech marketing but also possesses considerable knowledge about the process too.

With the right candidate and right set of skills, it is easy to overcome all the hurdles.

### 3. Don't become complacent



Complacency is the result of lacking visions and will to achieve something. And most tech marketers get swallowed by complacency early on the process, stunting their growth in turn. Having no clear idea for the organization or coming under stagnant leadership are all perfect ingredients for contentment.

Contentment comes from a place of being comfortable with the present situation. But the dynamic landscape of digital marketing demands more than being comfortable.

A study conducted by MIT Sloan and Capgemini Consulting revealed that 78% of the respondents believed that digital transformation is critical for the growth of their organization. It also found out that 65% of the respondents felt that the change was too slow.

Complacency is a plague that can break an organization from within.

One of the easiest ways to fight complacency is to change the core values of the organization. By adding a sense of urgency in its operations and rooting for the latest technologies like social media and analytics, tech marketers can fight off the laziness.

The stale and stagnant process of digital marketing can be fought off by adding freshness to the process. So, fight off complacency to ensure that you can overcome the necessary hurdles.

## 4. Don't Become Redundant

There are thousands of software products that you as a marketer can choose from. Most of these share the same features, thus, making them redundant. So many similar types of products co-existing out there leads to stacking up of resources.

Tech marketers run the risk of becoming repetitive, and this is why they need to utilize critical thinking and problem-solving methods.

If you take the field of content marketing as an example, there are a lot of platforms like DivyHQ, Kapost, Newscred and so on that are designed to plan and manage your content marketing efforts. The remove solution is ideal for some businesses while for others they need to have a dedicated content marketing solution that is tailored precisely to meet the company's varied needs.

Every organization is unique and has a different set of marketing requirements as per its strategy. To avoid becoming redundant, or further sink into inefficiencies, you need to keep updating your tactics every once in a while.

## 5. Integrate various channels

One of the continuous challenges for marketers is to see which solutions work best with their businesses and integrate those technologies into their everyday business practices.

Top companies in the world like Microsoft, IBM, Oracle are spending billions of dollars every year to buy companies in fields similar or related to theirs; to ease their processes and build all in one marketing solutions.

As the start-up phenomena is catching up, and these have taken the higher road to success in the tech space with a plethora of products that are designed to solve a variety of problems for a lot of niche areas. The reason why the big honchos of the tech industry are buying up these smaller companies is that these software's can be accommodated with their core marketing/ cloud technology.

Such platforms have open API and marketplaces in which the third party developers create and release the products. Such features make them accessible by many people all across the globe.

Integrating various channels is one of the fastest ways to find solutions for all the hurdles that tech marketers face!

# Conclusion:

The tech marketers are facing a lot of challenges in the industry, around the globe; yet, there is always workable solutions to it as well. Be a newbie or an experienced tech marketer, the hurdles are many and overcoming those is a challenge.

The world of marketing is dynamic and now so, more than ever. Many organizations are struggling to adapt to the rapid change in the industry; even making high performers worried about their position during this wave of digital transformation.

But, with the right tips and guidelines, and a little bit of motivation, there is nothing you can't achieve. As a tech marketer, your job is to leave behind all these hurdles and make more significant achievements. So, continue working hard. Many a challenge lie in front of us, but with the current process of digital marketing transformation, there hasn't been a better time to be a tech marketer.