

5 technology marketing trends to implement now

Discover the key marketing trends that marketers in the tech and SaaS sectors must implement to drive continuous growth.



Introduction



For marketers working in tech and SaaS, staying ahead of your competition and delivering results should form part of your lead generation and brand strategy. We've highlighted five key marketing trends that marketers in these sectors need to implement to drive continuous growth.

There are a number of **trends and tactics to be aware of**. To stay ahead of the curve, you need to effectively implement, master, and start seeing results from them. It's safe to say we've embraced multiple changes and challenges over the past year, and those of us still thriving have proven to be **more agile, adaptable, and prepared for change** than we thought possible. But now is not the time to stand still — it's time to drive forward.

So, how exactly can high-performing tech and SaaS marketers secure success ahead of the new decade?

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1. Increased demand for rich media and technology capabilities



“Connection is the energy that is created between people when they feel seen, heard and valued.”

— Brené Brown, Professor, Author and podcast host

We have never been more digitally connected. And, as 5G rapidly reaches mainstream use, connectivity as we know it will be turned on its head. With seamless, high-speed internet — **up to 400 times faster** than 4G — expect to see content consumption at an all-time high. This will transform the opportunities presented by your content strategy, too.

Think real-time engagement and instant information, rich media, seamless streaming, an influx of actionable data, interactive and ephemeral content for social media, and more. Ensure everything you create and share drives traffic back to a fast-loading, engaging business website, ready to capture leads, and see conversions. Remember, website intelligence instantly maximizes ROI from your visitors — and in turn, your content strategy.

2. Trust and authenticity: at the heart of brand success



Before devising your next marketing strategy, it may be time to assess your key messages and overall business vision. The tech and SaaS market is expanding, and to stand out, **you need to be human**.

93%



trust family and friend recommendations according to a 2020 survey by Kantar Media...

...while just

38%

trust information from advertisers.



So, instead of opting solely for paid ad campaigns, consider building value through influencer relations, organic social media, client advocacy, and unbeatable customer experience. Acknowledge the value of website engagement, educational content, and happy employees. Be authentic, build trust, always choose empathy, and create long-lasting relationships — not just sales.



3. Big data and analytics as innovation enablers



“Data will talk to you if you’re willing to listen.”

— Jim Bergeson, President and CEO of Bridgz Marketing Group

To innovate and improve processes, we must first uncover patterns through intelligent data and insight.

According to the Institute of Physics, it would take approximately

3 Million Years

to download all the data that is currently on the internet.

It’s there — we just need to use it. By understanding our customers and their behavior, we can make accurate predictions and construct relevant buyer journeys.

When paired with automation, artificial intelligence, and efficient technology, data can drive important business changes, deliver bespoke, personalized marketing campaigns quickly, and enable **instant communications with website visitors, prospects and customers.** After all, speed is one of the primary benefits of data-driven marketing.



4. Automation to disrupt, deliver and scale marketing success

According to Deloitte Insights

70%+

of C-suite executives value digital solutions that deepen their connection with people.



63%



And 63% believe they'll rely on these technologies more than they did prior to the COVID-19 pandemic.

That's where automation comes in — empowering you to connect with website visitors, prospects, and customers faster, more easily, and at scale. In challenging times, with limited resources, changing work environments, and growing demand for 'always-on' personalized experiences, automation is disrupting the way we work. From email blast campaigns to website intelligence and real-time engagement, expect automation to be pivotal to your 2021 strategy.



5. Reinvent your website



“Your website is one of the first impressions that someone will get of your business.”

— Stoney Degeyter, author, speaker and President of Pole Position Marketing

As tech and SaaS marketers, we know **our websites hold more power than they once did**. We continue to hurtle towards a completely digital future — and so we must re-imagine our websites, not as static, online brochures, but as active hubs for lead generation.

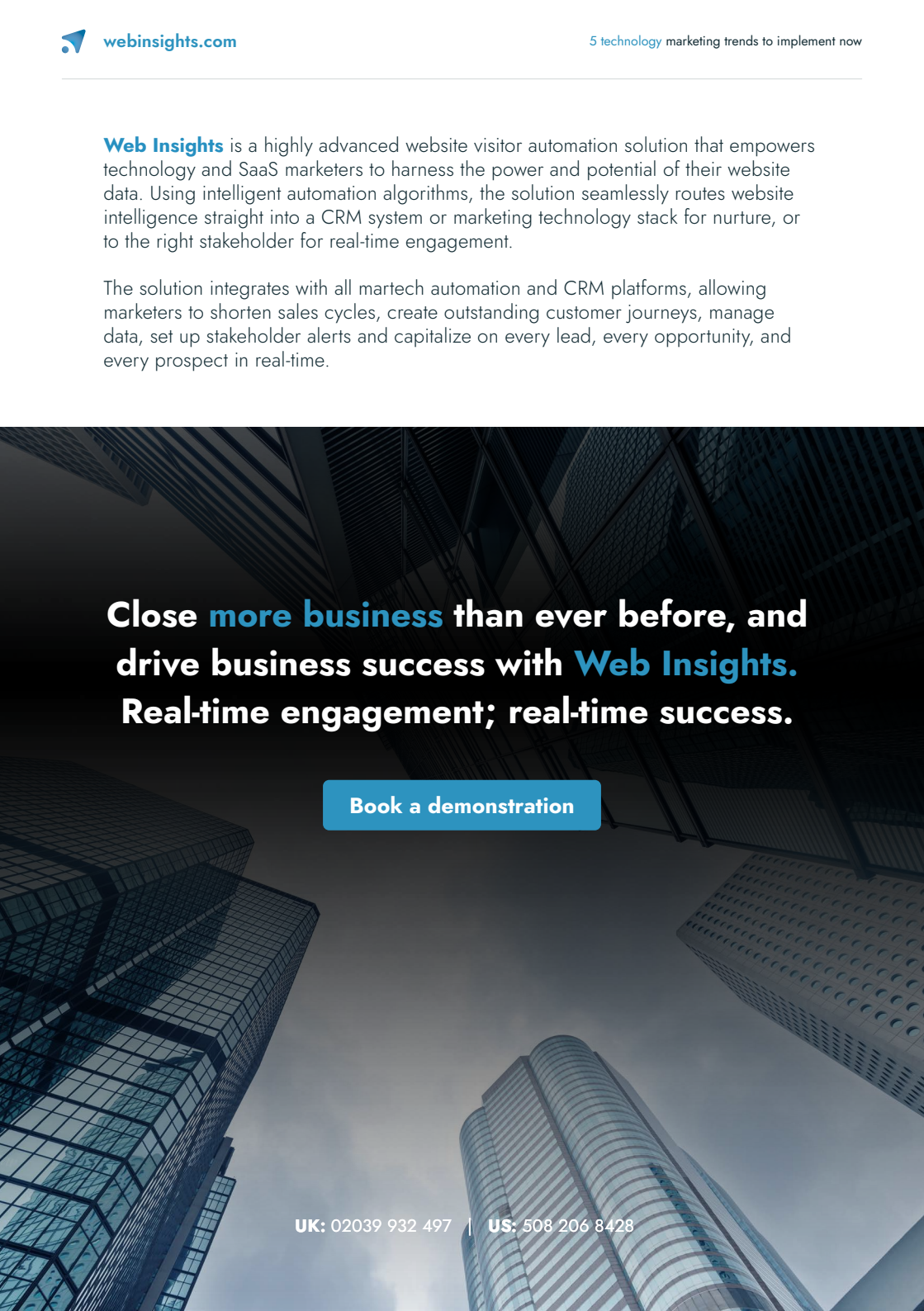
Use intelligent analytics to fuel your decision making; introduce SEO and CRO strategies to drive and convert relevant traffic; and ensure mobile responsive design.

Enhance your user experience for a seamless on-site journey; enable on-site purchases to meet the demand for entirely digital buyer journeys, and implement website automation to deliver personalized recommendations, immediate responses, and transform visitors into leads — instantly and at scale.



Web Insights is a highly advanced website visitor automation solution that empowers technology and SaaS marketers to harness the power and potential of their website data. Using intelligent automation algorithms, the solution seamlessly routes website intelligence straight into a CRM system or marketing technology stack for nurture, or to the right stakeholder for real-time engagement.

The solution integrates with all martech automation and CRM platforms, allowing marketers to shorten sales cycles, create outstanding customer journeys, manage data, set up stakeholder alerts and capitalize on every lead, every opportunity, and every prospect in real-time.



**Close more business than ever before, and
drive business success with **Web Insights**.
Real-time engagement; real-time success.**

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