



What matters in Tech & SaaS in 2021: a marketers' guide

This year, make every part of your
digital marketing strategy count.



Introduction



The technology and SaaS industries are infamous for constant evolution and hyper-fast digital transformation. This continuous change and need to 'keep up' impacts every aspect and team within your business; from designers and developers to sales representatives and marketers. **This year, it is vital to stay ahead of the curve, and on top of the trends that matter in 2021.**

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1. Transform your business in the digital space

Tech and SaaS marketing teams are in a time of significant change, with an increasing demand for digital transformation at speed and at scale. Digital excellence, through tactics such as optimization, **automation, and integration** is incredibly important to ensure your website and its content drives traffic and delivers results to create valuable, qualified leads.

It has been predicted that **digital transformation investment spending** will approach

\$7.4 trillion

within the **next three years.**



So, it's clear your competitors are already invested. While your team doesn't work 24/7, **the increase in online connectivity means your website is constantly available.** Your business never sleeps, and your potential customers, **existing customers**, and pipeline opportunities are only ever a click away.

That's where **technology adoption and reliable automation** come into play. These vital tools will help you meet your targets more efficiently and effectively, improve departmental communications and remove silos. **They'll enable you to add value and boost the experience for your existing customers, ensuring maximum return from your clients.** And, they'll ramp up the volume and quality of MQLs into your business, instantly enhancing marketing ROI.

2. The power of personalization

As many as

73%

of B2B buyers **expect a personalized, B2C-like experience** from B2B vendors.

If your **digital experience** isn't already tailored to your ideal audience segments, target industries, and specific customers, then you're lagging behind.

Personalization enables you to cut through the noise in the overcrowded tech and SaaS market to deliver one-to-one experiences, relevant content, unique buyer journeys and, ultimately, boost conversion-rates.



It is important to your potential customers to easily and intuitively consume content relevant to them — with **almost three-quarters of online visitors feeling frustrated by content that is not specific to their needs**. Personalization also transforms robotic, repetitive transactions into **human, friendly communications** and **is proven to increase sales by as much as 19%**.

Remember, your personalization efforts don't have to be manual and instead can be driven by automation, accurate data, and artificial intelligence. **These solutions empower you and your team** to better understand your buyer behavior, their online activity, firmographic and demographic insight, and better position you in the eyes of your potential customers.

3. Video Marketing is no longer a 'nice to have'

As many as **59% of senior executives prefer to watch a video than read an article**, and **viewers can retain as much as 95% of the information when it's viewed in a video format**.

Video marketing also results in a higher conversion-rate than other forms of content marketing. Provide viewers with an inside look into your company; demonstrations of products, showcase new features, tutorials, and help them discover your business's full potential, while engaging with them emotionally.



83%

of marketers believe
**video marketing has
the most significant
impact** on social media
marketing.

4. Automation: essential for your website

Did you know that

79%

of top-performing companies already **utilize lead generation automation?**

Website visitor automation provides an efficient and seamless method to capture website leads, and automatically route them to the right member of your team. With insightful and accurate data, **leads are delivered instantly to your team for nurture and conversion.**



Web Insights cuts out the noise to deliver insight to B2B organizations, precisely where and when required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective, capitalizing on every website opportunity in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business — the ultimate solution for marketers looking to optimize lead generation embrace automation, and do so without disrupting busy, high-performing enterprise teams.

Automated, intelligent lead generation, immediate website visitor insight and seamless integration - every time.



Close **more business** than ever before, and
accelerate business success with **Web Insights**.

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