

FINDING BALANCE: THE SECRET TO TECH MARKETING IN 2024

The subtle art of winning customers, delighting stakeholders, and supercharging your ROI



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INTRODUCTION

Tech marketers are being pulled in hundreds of different directions. Struggling to balance the needs – and the advice – of customers, product teams, and creative agencies.

Our report explores the thorniest challenges faced by tech marketers today: navigating the world of AI, balancing technical detail with digestibility, and injecting creativity.

The key to success? Taking a realistic view of what tech companies really need to stand out and win customers – and finding balance between those opposing forces.

ANY OF THIS SOUND FAMILIAR?

You're trying to keep your copy snappy and engaging.

But your product teams are worried that you're missing out on important details (and underselling all their hard work).

Everyone's telling you to use AI.

But when you try and use it in your creative marketing, you end up with content that's bland, repetitive, or just plain inaccurate.

Creative agencies keep telling you that brand is everything.

Their concepts seem great at first. But eventually you realise their branding is all sizzle and no sausage. What makes you special – your amazing product, your incredible expertise, your dedicated people – just isn't coming through.



WELCOME TO THE LIFE OF A TECH MARKETER

You're constantly being pulled in two different directions.

On the one hand, traditional marketing brains – and LinkedIn influencers – are insisting that B2B marketing runs on all the same principles as traditional marketing. They're pushing emotive, benefit-driven, brand-led marketing.

But your product team are asking for something completely different. They're insisting that your buyers don't care about flashy branding or snappy slogans. They just want cold, hard facts.

What is it that makes marketing for high-tech B2B brands so complex?
Most of it comes down to your audience.

WHAT MAKES B2B TECH AUDIENCES SO TRICKY?

**“Know your audience.” “Market to an audience of one.”
“Don’t overcomplicate your message.”**

Marketers have heard it all a thousand times.

And it’s all well and good if you’re selling pints of milk, or holidays to Jamaica. But in the world of B2B tech, it’s a little more complicated.

If you’ve built your product correctly, it’s going to make a big impact on your customers’ business.

Which means everyone gets involved in the buying process.

In the old days, your end customer could be one IT decision-maker. But research estimates that, in a typical firm of 100-500 employees, an average of seven different people are involved in most buying decisions. And those decisions might bypass the IT team entirely.

Which means most high-tech B2B marketers need something for everyone. Your audience might include:

- The finance team, who need to understand how your product will affect the bottom line – but have no idea how any of the tech works.
- Non-technical end users, who might benefit from your product, but don’t need (or want) to know how it actually works.
- Technical end users and IT infrastructure teams, who are mostly interested in the specs and features. They’re sceptical of anything that looks too good to be true, or that makes big claims without explaining the tech behind it.

Those three types of audiences have very different needs. So you need a way to effectively address all of them without tearing your brand apart.



WANT YOUR BRAND TO LEAD THE PACK? STICK TO THE MIDDLE GROUND.

In this report, we'll help you figure out a new path forward.

A way to reach all of those audiences. Please your internal stakeholders. And find the perfect balance in your marketing. It's based on our experience in the field, as well as interviews with technology brands from a wide range of industries.

In it, you'll discover how to find the balance between:

- **Humans and robots**

How to take advantage of AI, without getting sucked into a world of junk content and soulless imitation.

- **Detail and digestibility**

How to make sure your copy represents the heart of your business and makes product teams happy – without getting lost in a quagmire of jargon and business speak.

- **Clarity and creativity**

How to make use of classic “creative” techniques that grab customers’ attention, without misrepresenting or oversimplifying your product. Or turning your customers off with meaningless claims.

Overall, we'll show that it is possible to achieve balance – all it takes is a good, unprejudiced understanding of what tech customers want, what tech brands need, and how to bring the two together.

CHAPTER ONE: HUMANS VS. ROBOTS

If we asked you for a word to describe the AI hype right now, it probably wouldn't be 'balanced'. Nothing about the AI conversation is particularly nuanced. It often seems like a war of two diametrically opposed sides: the AI evangelists, and the AI naysayers.

On the one side, AI evangelists are preaching the power of AI to replace copywriters, graphic designers, digital marketing specialists, and pretty much every marketing job out there.

On the other, the AI naysayers are constantly posting embarrassing AI chatbot fails and crowing about the technology's inability to replicate human skills.

The answer, as always, is somewhere in the middle. AI isn't going to maraud into the marketing world and take over everything. But it's not going away either.

“UNFORTUNATELY [AI IS OFTEN USED] AS A ‘CHEAP WRITER’, BUT IDEALLY [IT SHOULD BE] A TOOL FOR WRITERS TO BRAINSTORM AND BE CREATIVE.”

Joseph Sibony - Incredibuild

ON ONE SIDE

AI evangelists say AI is changing everything. Copywriters, graphic designers, marketers, and digital marketers will be obsolete. Trust AI to write your copy, calculate your impact, do all your research, and write all your emails.

THE BALANCE

AI is a tool, like anything else in your arsenal. The future isn't AI replacing marketers or creatives. It's marketers and creatives using AI to work better and faster.

ON THE OTHER SIDE

AI naysayers say the technology is underdeveloped and incapable. Just wait for the hype to blow over, and everything will go back to normal.

THREE WAYS TO FIND BALANCE

1. ACCEPT THAT AI CAN'T DO IT ALONE

When people get AI wrong, it's usually because they're thinking of it as a magic wand – a way to skip all the hard work and get right to the output. Give it a brief for a blog post, and it'll spin one up in seconds. Ask it to predict which of your ads will perform the best, and you'll never have to waste your marketing budget on ads that don't convert.

So if you're trying to use AI as a replacement for copywriters, designers, digital marketers or any other members of your team, you're not alone. There are studies showing that, of marketers who have given generative AI a test drive, 76% said they use it for basic content creation and to write copy and 62% are using it to generate images.

Which is why we're currently seeing a wave of content that feels more like junk food than gourmet cooking. Bland, unimaginative, made to be consumed fast and be forgotten about even faster – leaving nothing but a nasty aftertaste behind.

Because AI isn't a magic wand. It's a tool, which means it can't do anything alone.

For example, AI is great at data analysis and pattern recognition – which makes it very good for crunching numbers on your latest ad campaign. But without you, AI has no way to know if it's crunching the right numbers. How could it know what really matters to your business? Or which metrics can actually be used to measure success?

Equally, AI is pretty good at mimicking human creativity. You'll find AI applications that can write you a blog, design a logo, or give you some ideas for headlines. But they can't really create anything new; they can only use the data in their systems to create something that looks new. Tearing the original assets apart and finding new ways to put them together.

Luckily, most of the companies we surveyed had no immediate plans to hand major marketing functions over to AI – or, in their own words, at least “not yet”.

But as AI advances over the next few years, lots of companies will be sorely tempted to forget its limitations, or hope that the latest updates have helped fix these core weaknesses. Which means we're about to see a deluge of identical (and identically boring) marketing content.

But just because AI can't work alone, that doesn't mean it's not valuable.



THOUGHTS FROM A MARKETER

“AI WILL HELP TO BEGIN PROJECTS, FOR EXAMPLE WITH BRAINSTORMING AND IDEAS, AS WELL AS ACCELERATING SOME PROCESSES LIKE GATHERING DATA OR WRITING EMAILS.”

Lior Mordechai - Falkor

2. USE AI TO TAKE THE FIRST STEP, SO YOU CAN REACH THE FINISH LINE FASTER

Just because AI can't write as well as a copywriter, or design as well as a designer, that doesn't mean it's useless for creatives.

Because, as much as we'd like to pretend that creatives lie around on chaise longues dreaming up killer ideas all day, a huge chunk of the creative process is...grunt work. Researching competitors. Writing outlines. Trawling through thesaurus.com for the millionth time.

And, more often than not, creatives end up spending far longer on that "grunt work" than they do on the actual creative process. In fact, some recent [Adobe research](#) found that creatives tend to only spend about 29% of their time on the real, juicy creative work.

Which leaves far less time for the fun part. Creating the original, enticing, engaging copy and design that can actually set your brand apart.

That's why more and more marketing creatives are using AI to get those first steps out of the way faster. To gather the information and inspiration they need to actually sit down and start creating.

Instead of trying to use AI to write a whole blog or design a whole landing page, try using AI to:

- **Create lists of idioms or similes to use as a launchpad for headline ideation**
- **Compile lists of product benefits or features**
- **Summarise long articles, so you can get the gist without wading through the entire thing**
- **Pick out key learnings from an interview or meeting transcript**
- **Pull together a list of your brand's competitors**
- **Give you five potential headlines for a blog, which you can use as a launchpad for your own (much better) headlines**

You'll be amazed at how much time you can save by cutting out those first steps of the creative process. And how you can use the time you've saved to create better, more original, more exciting ideas.



THOUGHTS FROM A MARKETER

“THE ABILITY TO AUTOMATE AND A/B TEST COPY AUTOMATICALLY AND ALSO MAKE ADJUSTMENTS TO WHAT IS/ISN’T SEEING RESULTS IN PPC IS LIKELY TO MAKE AI A KEY PART OF DIGITAL ADVERTISING.”

Sam Collins - Reachdesk

3. GET YOUR SEO IN ORDER

It's hardly surprising that nearly a quarter of business owners are concerned about how AI will affect website traffic. With Google and Bing both already integrating AI into their SERPs, it's clear that big changes are on the horizon.

In some cases, it's still unclear exactly what those changes will look like. But we already have a few sneak peeks – and the changes are looking pretty major.

Google is moving towards a whole new kind of generative search experience. If you have a complex question like “Is it better to take my parents to Paris or Berlin for their anniversary trip?” users won't have to break that big question into smaller questions like “Best places to go for your golden anniversary” and “Most romantic restaurants in Paris”.

Instead, Google will draw from lots of different pages to create an answer to that long-tailed question.

The good news for marketers is that every one of these answers will appear next to some relevant links from across the web.

The bad news is that there will only be three of those links. And Google will only choose the ones that offer fresh, relevant, useful content to the reader.

Which means all those businesses who are planning to fire their copywriters and write all their blogs with AI are going to get a nasty shock.

The smartest businesses will quickly recognise that AI can only churn out the most basic and bland of blogs and case studies.

It won't take long for search engines to catch on to the AI content churners. They'll probably develop their own ways of recognising low-value, AI-created content.

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(In fact, Google is already working on it – and, of course, brands are already trying to find ways around AI detectors.)

The good news? That means search engines will be looking for content that adds real value. That says something no one else could say. That offers insights that no one else could offer. The content that stands out like a flashing red beacon in a sea of beige.

So while we're waiting to see how AI really affects our SEO, there's one thing you can do to get ahead: keep creating excellent content that provides value to your readers.

If you work in tech, your company is probably full to the brim with experts in their field. Smart people with strong opinions, overflowing with insights and ideas that your customers would be dying to hear.

So use them. Start using their expertise to create content that no one else could create – or, even better, set these subject matter experts up as thought leaders in their own right. Give them their own bylines on your company blog, and build their personal brands on LinkedIn so they can react to industry news and answer FAQs in real time.*

Answer your customers' most niche and confusing questions. And focus on providing interesting, useful content, instead of content that fits in with this week's most popular keyphrases.

Because it won't just differentiate your brand – hopefully, someday soon, it'll take you right to the top of the SERPs.

*And guess what? That personal approach pays off with your SEO too, now that Google's "Perspectives" update is pushing "personal stories" and thought leadership to the top of the SERP.

CHAPTER TWO: DETAIL VS. DIGESTIBILITY

Product teams often blanch at copy that seems “oversimplified” – and with good reason. Cut out too much detail, and you might cut out the heart of what makes your product great or content valuable.

But that doesn't mean you can throw the kitchen sink at every asset you create. You might be tempted to give customers all the information you have, so that your product is perfect for them. But all you'll do is overwhelm them with overcomplicated sales pitches. Overly wordy web pages. Sales decks that take hours to present. And ads that all start to look exactly the same.



ON ONE SIDE

“Snappy” marketing that skips all the specs and details that technical teams will need to trust you – or that misrepresents your product entirely.

THE BALANCE

The right details, communicated to the right people, at the right time – based on a carefully planned marketing strategy.

ON THE OTHER SIDE

Your most persuasive proof points, buried in paragraphs and paragraphs of irrelevant text.

FOUR WAYS TO FIND BALANCE

1. STOP TRYING TO BE EVERYTHING TO EVERYONE

Remember those audience types we discussed in the introduction? Remember their drastically different needs?

It's almost impossible to create one piece of content that perfectly caters to all of them. So be ruthless in deciding which audience each asset is targeting.

It sounds like a basic tenet of marketing, but it's something that trips up tech brands all the time. They know they need to speak to technical teams as well as non-technical decision-makers, so they tie themselves up in knots trying to create ads, blogs, paid media campaigns or web pages that can somehow be technical and accessible, snappy and in-depth.

Pick a side – and stick to it. One audience per asset.

Writing two ads that are perfectly aligned with two audiences is better than one Frankenstein ad that's trying to be everything to everyone.



It's about finding the perfect balance for each ad campaign and piece of content. That balance will vary depending on:

THE AUDIENCE PERSONA

Are you talking to detail-oriented tech users like developers and engineers? The kind of people who are a bit suspicious of any product that doesn't come with a full list of specs?

Or are you trying to catch the eye of non-technical end users like sales or finance teams? People who will use your product but don't really care about all the techy stuff that's under the bonnet?

There's a perfect ad for every customer. The key is hitting every customer persona with their ideal mix of detail and digestibility.

General ad rules still apply: You should always be trying to make the content as digestible as possible (we'll discuss how to do that with techy content later).

Your customer's persona doesn't just affect messaging – it should shape format too. Most customers nowadays will see your digital ads on mobile, but more detail-oriented customers and big decision-makers are much more likely to use laptops when thinking about a big tech purchase.

WHERE CUSTOMERS SIT IN YOUR SALES FUNNEL

Customers at the top of the funnel are like people you've just met at a party. They're interested enough to stop and chat, but they're not ready to hear your whole life story yet. At this stage, it's all about digestibility: throwing headlines their way that grab their attention and make them want to hear more about you.

That's why the top of your funnel is a great place for short-form videos, which are easy to digest and great at grabbing attention.

And yes, that's also true of customers who fit into your technical persona. They still want the headlines – it's just that those headlines can focus a bit more on technical specs or impressive features.

Once your customers are further down the funnel, they're starting to crave detail. You hooked them in with emotion, and now they want the hard facts. If you're building a paid media campaign, this is the time to add in image or text ads that can add more detail than a video.

In B2B, this is where your customer wants data they can use to justify buying your product to their boss, their CFO, or their procurement team. The person who sees your ad campaign isn't always the person who decides to buy your product.

So remember, it's your job to give this person all the ammo they need to make their argument – without overloading them with so much information that your "reasons to believe" get lost in the noise.



THOUGHTS FROM A MARKETER

“NEVER USE TECHNICAL JARGON AT THE TOP OF THE FUNNEL AND ENSURE THAT YOU KEEP IT SHORT AND SIMPLE.”

Caroline Goatley - Zebra Technologies



WHAT THE DATA SAYS

The beauty of a paid ad campaign is that you get cold, hard data on whether or not your messaging, ad format, and campaign strategy are hitting the sweet spot.

A/B testing is essential here. Instead of just assuming you know how much detail a customer wants to see, use your ads to test out how they respond to different forms of copy and different types of ad.

*Interesting fact: Even detail-oriented audiences generally react best to shorter and sweeter single-image ads, rather than carousels. Click-through rates are consistently lower for carousels, no matter which order you put the cards in.



2. REMEMBER: EVEN TECH TEAMS ARE HUMAN

Tech teams want you to prove that you know your onions. But they're partial to a bit of seasoning too.

Instead of dividing your content into "Exciting and engaging" for non-tech teams and "Dry and factual" for tech teams, focus on bringing energy and human interest to every piece of content and paid media campaign you create.

Specs and stats are as dry and tasteless as a plain chicken breast on their own. But dress them up with human success stories, illustrative metaphors, beautiful design, and – dare we say it – a dash of humour, and you'll drive your point home much faster.

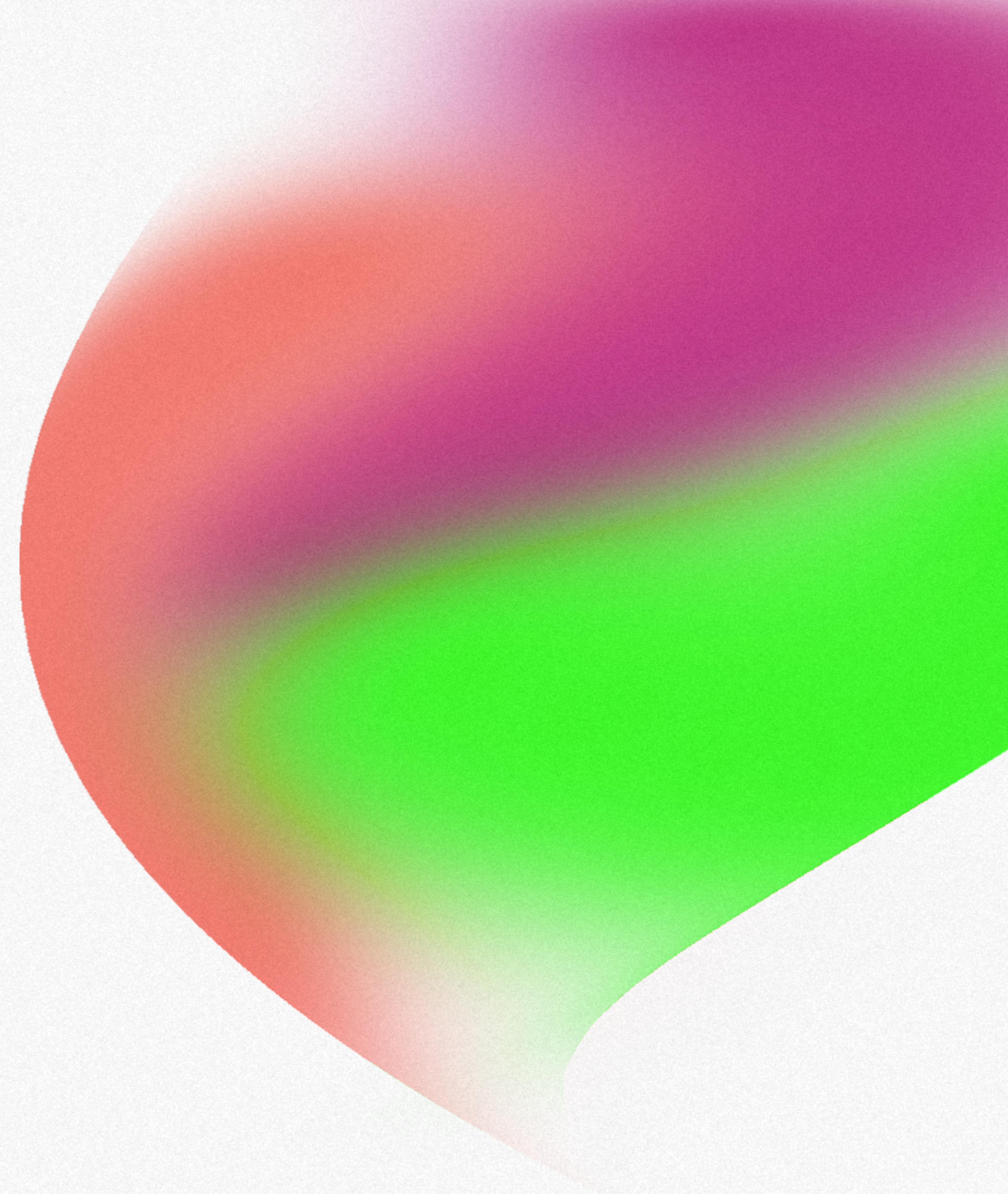
That's not just creative spin, it's science. A study from the [Centre for Economic Policy Research \(CEPR\)](#) recently confirmed what we've all suspected: People remember stories much better than they remember statistics – and stories have a stronger long-term impact on people's beliefs.

THOUGHTS FROM A MARKETER

“AS AN ANALYST SELLING TO ANALYSTS, I USE THE WORDS THAT I KNOW I WOULD UNDERSTAND – SO I TALK ABOUT DAY-TO-DAY TASKS AND PROBLEMS AND THEN EXPLAIN THE BENEFITS OF USING OUR SOFTWARE WITHOUT GOING TOO MUCH INTO TECHNICAL DETAILS.

WHEN THEY NEED TO LEARN MORE (FOR EXAMPLE ABOUT HOW SECURE THE PRODUCT IS) THEY WILL ASK SPECIFIC QUESTIONS THAT HAVE SIMPLE TECHNICAL ANSWERS. YOU JUST NEED TO GET THEM TO THE POINT WHERE THEY’RE INTERESTED IN KNOWING THESE THINGS.”

Lior Mordechai - Falkor



3. GO AGAINST YOUR GUT

When your company is crammed with tech whizzes, it's easy to assume they think the way your audience thinks. After all, they talk to them all the time. Many of them probably come from the same academic or professional background as your technical audience. And they know all the lingo your technical customers are looking for.

The bad news is that you probably don't know your customers as well as you think you do. And, without the proper research, it's easy to make mistakes about:

- **Your audience's level of knowledge/sophistication** – When you think about the same product day in, day out, you start to forget that your audience might not know everything you do. They call it the “curse of knowledge” – and it's a curse that can really undermine your marketing impact. If you don't know what your audience doesn't know, you can end up relying on terms, concepts, and ideas that your target audience doesn't understand. And when they don't understand, they switch off.
- **Your audience's perception of you** – How do they see your brand? What are their misconceptions? What do they want from you?
- **Your audience's most common challenges and goals** – What are they striving for? What are they struggling with? It's often impossible to tell from the outside.

You can pick up some of this information from sales conversations, reviews, or long-term partnerships with customers. But you'll rarely get the full picture.

That's why extensive customer research is vital.

Start with some in-depth interviews with customers – potential customers, current customers, past customers – whoever you can get hold of. From *all* of your audience types. Ask each of them about their priorities, their challenges, their hesitations about your brand – everything that goes into their purchase decisions.

Based on those interviews, you'll be able to figure out what your audience *really* wants. And, in the process, pick up some powerful “voice of customer” (VoC) data that you can feed into your copy to show them that you know them inside out.

4. GET MARKETING TEAMS AND SUBJECT MATTER EXPERTS WORKING TOGETHER

The best marketers can interview subject matter experts and extract the information they need to craft clear, compelling narratives and hard-hitting marketing campaigns. Gathering all the details that help your brand show its expertise, then using their own skills to make topics more engaging, to target your audience more carefully, or to use your budget more effectively.

It's about two different types of experts working together. An expert in your product. And an expert in making your product reach the right people – and sound incredible when it gets to them.

This kind of collaboration can manifest in a few different ways:

- **Interviews** – Get your copywriters and subject matter experts in a room together (even if it's a virtual one) and let your experts share their knowledge. A good technical copywriter knows which questions to ask – and how to dig beyond the technical top layer to find the human interest beneath it all. It also gives them a chance to ask questions about your technology and have concepts explained in layman's terms.
- **Copyedits** – Know exactly what you want to say? Let your technical team get a first draft of your messaging down on paper, then hand it over to your marketing team. Digital marketing experts can use that messaging as a basis for their campaigns, and copywriters can use it to add sparkle to your team's words without affecting the meaning or technical accuracy.
- **Audience analysis** – Get your internal experts working with digital marketing experts to analyse your audience in more depth. It's tempting to just let your marketing team throw together a presentation, or ask your agency to do some solo research. But (while those things are still valuable) that means your marketing strategy will be missing some crucial insights from your technical team – the people on the coalface, working side by side with customers every day. Get everyone working together, and give digital marketers a chance to ask the right questions, and you'll develop much more accurate, detailed personae. Which means you'll know your customers are receiving the right message at the right time.



THOUGHTS FROM A MARKETER

“WE’RE ADOPTING AN ALLBOUND APPROACH ACROSS THE WHOLE FUNNEL, HEAVILY RELYING ON INTENT DATA (FROM 6SENSE BUT ALSO WORKING CLOSELY WITH DEMANDBASE WITH OUR CUSTOMERS) TO BUILD OUT A FULL-FUNNEL CUSTOMER JOURNEY.”

Sam Collins - Reachdesk

CHAPTER THREE: CLARITY VS. CREATIVITY

You don't need us to tell you that branding is, and always has been, crucial. And that's no different for tech brands.

For most tech marketers, the problem isn't the concept. It's the execution. You can define a clear, accessible tone of voice. Spin up a beautifully designed website **and an online campaign to go with it**, with your new logo in pride of place.

But you can't keep it consistent. Maybe your product team feels like your "clear" tone of voice is actually just "dumbed down" or like your clean, accessible website is all flash and no substance. Maybe your sales team wants to be more direct, but your customer service team is worried about offending your audience.

Everyone has an opinion.

With so many different audiences to consider, and so many different cooks in the kitchen, everything starts to slip and slide. Until you're right back where you started: with a set of brand guidelines that no one really uses, because no one really believes in them.

“WHILE TECHNOLOGY SERVES AS THE FOUNDATION, CREATIVITY SETS US APART. WE PAY GREAT ATTENTION TO CREATIVITY TO MAKE SURE WE ARE HEARD BY MORE PEOPLE.”

Joseph Sibony - Incredibuild

THE BALANCE

Branding that gets to the real heart of what you do for customers. That uses creative phrasing and design with pinpoint precision to grab attention – so you can follow it up with all the facts and stats you need to show your business isn't just a pretty face.

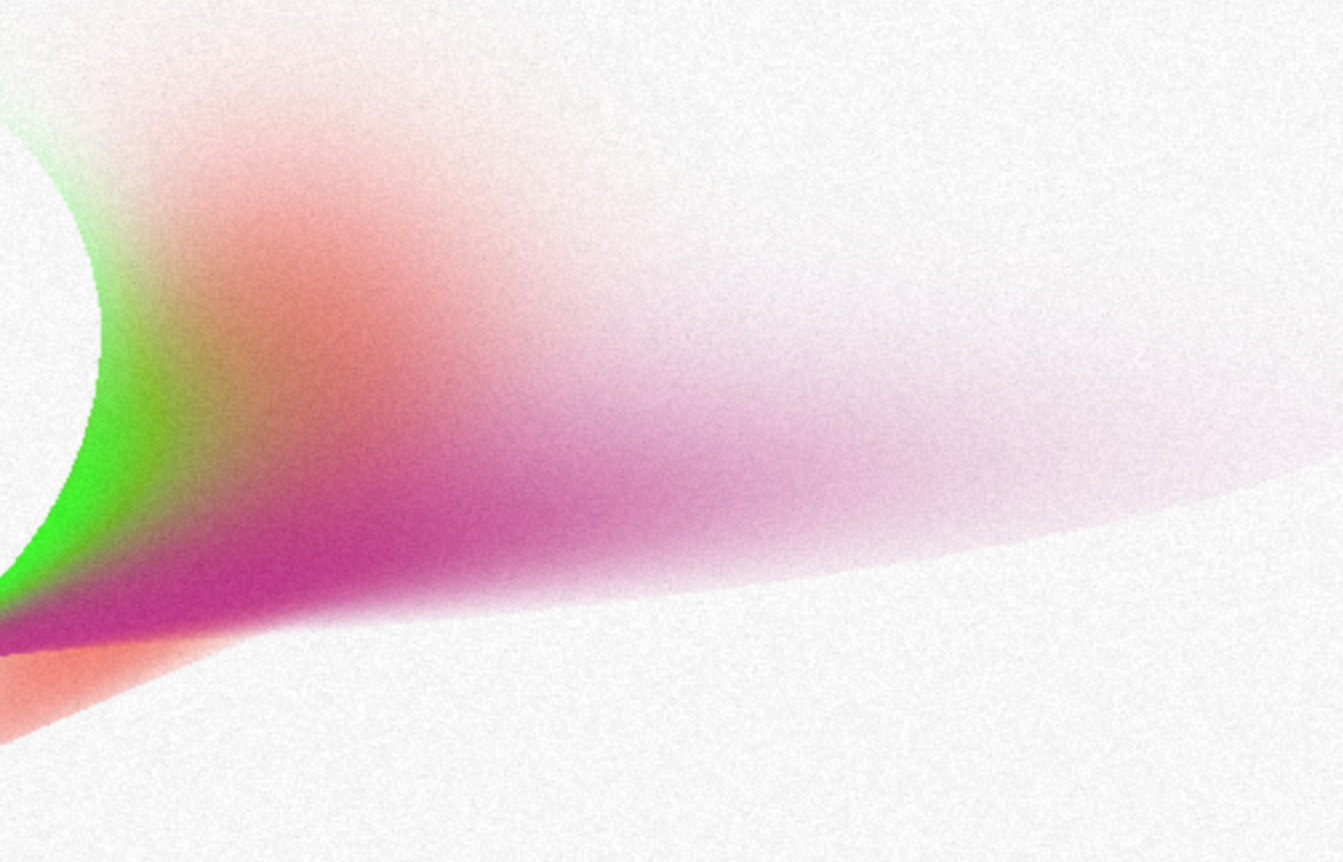
ON ONE SIDE

Branding agencies promise big results. But all you get are catchy headlines that don't really capture who you are...or what you do.

ON THE OTHER SIDE

Product teams want to be crystal clear about your product and its benefits – but the quest for clarity leaves you looking (and sounding) exactly like everyone else.

TWO WAYS TO FIND BALANCE



1. REMEMBER THAT YOUR CUSTOMERS AREN'T ROBOTS (EVEN IF THEY TELL YOU THEY ARE)

All marketers know that the best brands focus on benefits, not features. You sell the effect your product has on your customers – not the product itself.

But we tend to forget this when it comes to technical audiences. You ask a product team – or even a potential customer – what excites people most about your product, and they'll tell you a list of features.

They'll often say that's all buyers care about. That your customers aren't interested in the softer, more emotion-driven side of marketing.

But time and again, studies show that just isn't true. Sixty-six per cent of the factors that influence a B2B buying decision are still related to emotional connections. In fact, more recent research suggests that we can take this one step further: One study found that B2B technology buying decisions are mostly driven by "the desire for personal growth and competency".

So next time your product team tells you that your customers only care about features, probe deeper. Which features do they care about? And why do they care about those features?

Almost always, you'll get answers like "It takes away a source of stress" or "It'll make them look good to their boss", or even "It means they can get their work done faster, so they can go home earlier".

Here's the really good news: Most highly technical companies aren't great at doing this kind of benefit-led marketing. Which means that, by recognising that your audience aren't emotionless robots, you can easily stand out from the crowd. And if some of your competitors are already showing off their benefits? There's another secret weapon in your arsenal: specificity.

Start drilling into exactly how much you're changing customers' lives. Get customers to report their stress levels before and after using your product, and splash the percentage difference all over your online campaigns. Or ask them how many hours they're saving, or how much money (to the penny) you're saving their CFO on average?

B2B tech is full of vague, loose promises to "accelerate growth", "unlock efficiencies", and "improve ROI". Let's yank those promises out of the shadows and put a number on them. You'll stand out more vividly – and make the stat-driven members of your product team happy too.



THOUGHTS FROM A MARKETER

**“MOST DEVELOPERS ARE WARY OF ‘MARKETING/
SALES’ TYPE OF CONTENT, WHICH FORCES US TO BE
A LITTLE MORE INFORMATIVE THAN SALES-Y.”**

Joseph Sibony - Incredibuild

2. PAIR CREATIVE COPY WITH POWERFUL SOCIAL PROOF

The best way to dial up the human empathy while staying grounded?

Pair those big creative ideas with some old-fashioned social proof – and scatter it all across your digital marketing campaigns.

Once you've reeled potential customers in with a creative header that grabs them by the heartstrings, use reviews, testimonials, ratings, and case studies to show them you deliver on your promises.

(And, of course, keep them on the hook with a killer remarketing or online ad campaign. That way you'll keep hold of that little corner of their mind, and get the chance to move them further along your marketing funnel. Remember, 97% of users who leave a website never return – so a leaky funnel can really undermine all your hard work.)

Social proof like this is far more engaging than just listing product features or describing use cases. Social proof shows customers that people just like them have already trusted you with their business – and reaped the rewards.



THOUGHTS FROM A MARKETER

“BEING PART OF A GLOBAL COMPANY MEANS WE HAVE PROCESSES IN PLACE TO ENSURE WE’RE ON-BRAND. BUT I THINK IT SOMETIMES RESTRICTS US. I’M JEALOUS OF START-UPS WHO CAN REALLY PUSH THE BOAT OUT AND TEST THE WATERS WITH THEIR MARKETING TO SEE WHAT RESONATES.”

Caroline Goatley - Zebra Technologies

WALKING THE TECH TIGHTROPE

All in all, tech marketers are finding themselves pulled in a hundred different directions. By drastically opposing forces.

But there is a middle ground.

Somewhere between old-school, B2C-style advertising that pleases the eye but does nothing for your product or your sales. And the bland, jargon-filled tech marketing that ties itself up in knots by trying to be everything to everyone.

To find that middle ground, brands will need to start thinking of marketing as less of a dark art and more of a measurable, scientific practice. Using frameworks and proven processes that help them course-correct whenever they veer too far in one direction or the other.

At The Creative Copywriter and Fountain, we help brands walk that tightrope every day.

Finding the perfect balance of creativity and clarity, detail and digestibility, and humans and technology. And, in the process, flying high above the crowd.

creative-copywriter.net

The Creative Copywriter is a fast-growth copywriting and content strategy agency that blends creative thinking with the science of strategy. TCC works with clients – on a global scale – to remove the guesswork from their content and copywriting efforts, finding words that resonate and convert.

It's this combo of science and art which helps clients like AECOM, Aggreko, IMI, HBK, Incredibuild, Faculty, and Seequent strengthen and power up their brands with the right strategic words at every step of the funnel.

Led by Konrad Sanders (CEO and Lead Strategist) and Nitzan Regev-Sanders (MD), TCC develops methodologies to spearhead the science and art approach, such as the [13 Lenses©](#) – an analysis tool that takes the “Is this copy powerful enough?” question out of copy creation and helps brands find perfect balance.

fountainpartnership.co.uk

Fountain are a B Corp certified strategic digital marketing agency based in the UK and Canada. Their mission is to help brands reach their full potential by delivering exceptional work.

As a Google Premier Partner, they want to use their team's skills to put some good back into the world. And work with clients who share their passion for making a meaningful impact, putting people first.

Fountain lead on strategy. And incorporate this strategic thinking into their day-to-day processes to create impactful value for their clients.

By championing creativity, inclusivity, and diversity within their workforce, they've built a team centred around bravery and passion. Who focus on delivering profitable growth for our clients, at every strategic step. And how do they do that? It's simple. By making sure they know exactly who you are.

Their deep understanding of your business allows them to positively challenge you and lead you to reach your goals.

yoyodesign.com

Yoyo is a B Corp certified digital and branding agency dedicated to helping good brands do great things.

For more than 15 years they've been helping some of the world's biggest brands and non-profits stand out, drive growth, and cultivate change.

Working primarily with purpose-driven organisations, they use their skills and experience to help their clients achieve their objectives and be a force for good. Whether it's creating distinctive brands, digital campaigns, or designing and building websites that generate impressive results, they're proud of their role in helping to make the world a better place.

They work closely with their clients to offer fresh thinking, new perspectives and innovative ideas that help to create a big impact. They really care about the work they do, each other and their clients and want their agency to be of benefit to each and every person who interacts with them.

FINDING BALANCE: THE SECRET TO TECH MARKETING IN 2024

