

The background of the top half of the page is a solid orange-red color. It features four white, stylized cloud shapes of varying sizes and positions. At the bottom right, there are stylized mountain peaks represented by overlapping triangles in shades of orange and white.

# The IT Buyer Journey



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## Marketing Tactics Have Changed – Have Yours?

In the old days, marketing was all about barging into people's lives through direct mail, email, or by phone. But we don't like to be bothered, do we? We prefer to discover instead. Now while some tactics might be similar (email marketing, etc.), others are altogether different, such as useful, searchable web and mobile content.

## When Does The Buyer Mind Pull The Trigger?

Think about this: when you decide to buy something, your mind is usually made up well before you approach the cash register or even before you enter the store. You are informed and tempted first. You might even test drive. Like a romance, an essential courtship process unfolds before any vows are taken.

For the IT buyer, 57% of the purchase decision is complete before a customer even calls an IT business. And 67% of the buyer journey occurs digitally. Finally, an average of 18.2 engagements take place throughout the buying process. So a lot of dating must be done before reaching the altar.

## Flowers & Candy

Like a love interest, an IT buyer likes to be wooed. If you take your date to the same drive through burger joint again and again, you won't get too far. It's better to liven things up, and appear in unexpected places. A blend of tactics works much more effectively than single isolated activities.

Each method may carry more leverage throughout the IT buyer journey, but there's plenty of overlap.

If you partner with an IT expert marketing agency, they will know how to motivate IT buyers, using inbound marketing services.

## Know-Like-Trust

The more they see and get comfortable with you, the more likely they'll trust you. Establish your brand as an authority - or at least as a familiar voice - and people will pay attention to you. This means that whatever medium you choose, the IT marketing product should be of the best quality possible. What you rather give a dozen roses or a handful of dandelions?

If you are looking for inbound marketing services, then give us a call at 0207 416 6056 or [contact us here](#).



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A full service Outsourced IT Marketing Agency with global reach, Sherpa Marketing specialises in IT vendor, distributor, and reseller marketing along with EMEA channel development. As a Hubspot Agency, we implement the industry's best practices.