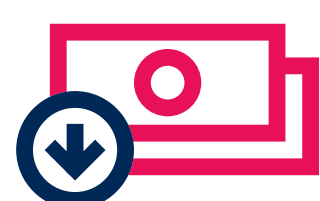




# How can tech marketers drive growth efficiently through uncertainty?

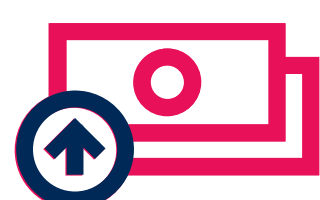
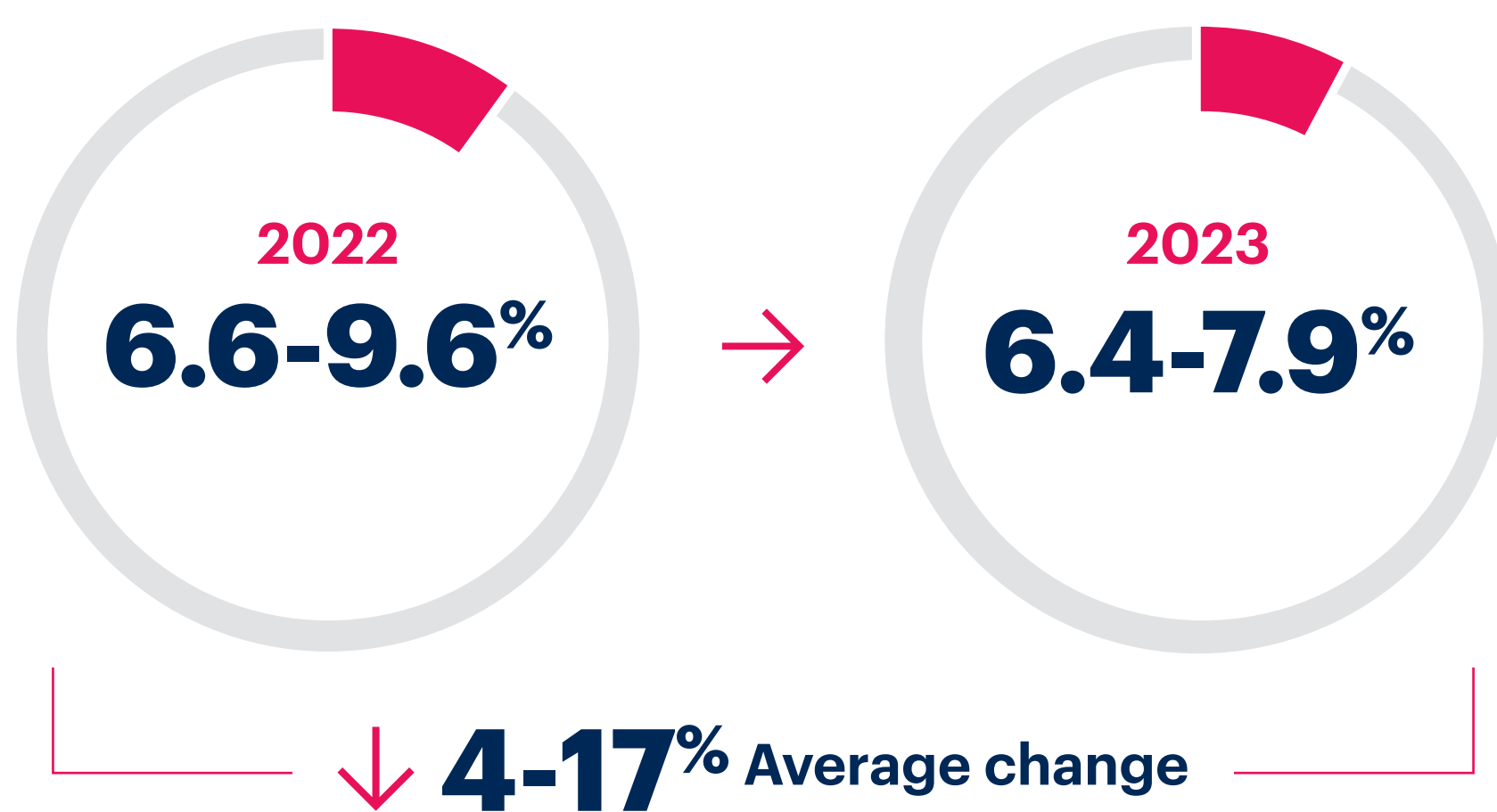


## The new reality for tech marketing leaders

Economic uncertainty continues. Marketing budgets are down. Buying dynamics are changing. But goals remain the same.

### Average portion of budget allocated to marketing

As a percentage of annual revenue



## But those that invest more see results

Organizations that allocate **10%+ of revenue** to their marketing budget are **2.8x more likely** to have had high (10% or more) revenue growth in the past 12 months.

## Furthermore, buying dynamics and behaviors are changing

**85%** of tech buyers believe that economic uncertainty causes greater scrutiny around purchases.

n = 1499, Respondents Involved in Renewal Decisions  
Source: Gartner 2023 End User Buying Behavior Study

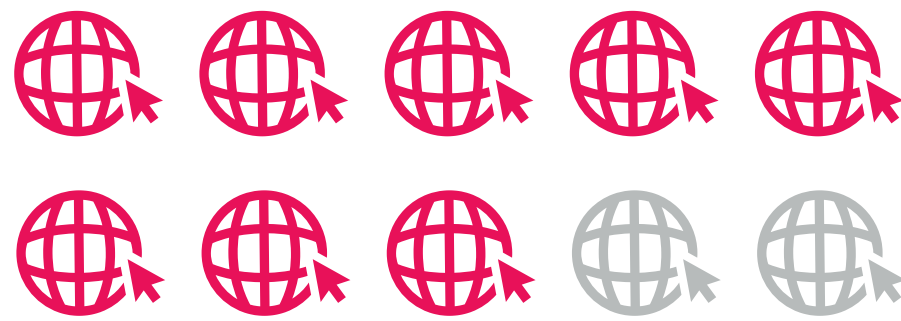


## What can marketers do to drive growth efficiently in this environment?



### Channels

A multichannel approach is key.



Eight of the top 10 most used channels in the marketing mix remain digital.



Web traffic (direct or referral) is the top-performing channel in terms of driving MQLs.

The likelihood a tech marketer's revenue has had **high revenue growth** (10% or more) in the past 12 months increases by:

**3.2x**

if **content syndication** is used

**3.7x**

if **virtual events** are used

**5.8x**

if **direct mail** is used



### Content

To stand out of the crowd and drive efficiency, **content relevance is key.**

**74%**

of tech marketers include **customer stories/examples** in their content strategy.

**3**

**Tech and industry thought leadership assets** rose from the number 5 and 6 ranks respectively to **tie for the number 3 rank.**



### Calls to Action

Here, **relevance is also key**, and CTAs must **align to where the audience is in their buying journey.**



**Webinars and content assets** are the most widely used CTAs.

**5**

**Webinars ranked 5th** in terms of MQL generation, as they are more effective for post-MQL nurture.

#### Webinar

### The Gartner 2023 Tech Marketing Benchmarks: Optimize Your Marketing Budget & Mix

Optimize your marketing strategies during turbulent times.

[Watch Webinar](#)

#### Research

### 2023 Tech Marketing Benchmarks: Top-Line Insights

Use your peers' marketing benchmarks to inform 2024 marketing plans.

[Download Research](#)