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Marketing B2B Technology: 6 Tips for Overcoming Common Challenges

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Marketing B2B Technology:
6 Tips for Overcoming Common Challenges



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B2B marketing in the technology sector presents a unique set of challenges. Rapid innovation cycles, complex buyer journeys, fierce competition and increasing regulatory constraints make it an incredibly difficult industry to navigate.

As if that wasn't enough, B2B tech marketers must also engage multiple decision-makers, each with different priorities, pain points and levels of technical expertise. The challenge is not just about reaching the right audience, but about influencing an intricate web of stakeholders, from IT leaders and procurement teams to security officers and C-suite executives.

Adding to these challenges is the relentless pace of technological change. New products, features and competitors emerge rapidly, making differentiation an ongoing battle. Digital transformation initiatives continue to reshape the way businesses operate, demanding marketing strategies that can pivot quickly while still maintaining long-term brand consistency.

To shed light on how to successfully navigate these challenges, I spoke with John Watton, Fractional CMO, ex-VMware, Yext, Adobe, Emanuela Mafteiu, Senior Digital Marketing Manager, and Adam Preis, Director of Product Solution Marketing, both at Ping Identity.

They have experience tackling these issues firsthand, and based on their insights, here are 6 tips for overcoming common challenges that can help you stay ahead of the competition in an industry where differentiation and trust are paramount.



John Watton,
Fractional CMO,
ex-VMware, Yext, Adobe



Emanuela Mafteiu,
Senior Digital Marketing Manager,
Ping Identity



Adam Preis,
Director Product Solution Marketing,
Ping Identity

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1. Crafting a Flexible Yet Long-Term Strategy

Tech marketing leaders must build strategies that can withstand the fast-paced evolution of the industry while remaining adaptable. John advises that *"any strategy now has to have a long-term context but needs to be able to adapt."*

Technology marketing requires an ongoing balance between strategic consistency and rapid iteration. To stay ahead, organizations must develop an agile marketing approach that allows for quick adaptation to industry trends.

Emanuela expands on this by defending a data-driven approach: *"At Ping Identity, we implement a test-measure-refine model. With every campaign, we test, analyze performance, refine and iterate again."*

This cycle of experimentation allows marketers to optimize in real time, ensuring campaigns align with shifting customer behaviors and market dynamics. This involves continuously monitoring market developments, customer feedback and competitor movements. A strong collaboration between marketing and product teams is essential to ensure that marketing campaigns align with the latest product innovations.

Adam echoes this sentiment, emphasizing the importance of continuously evolving the Ideal Customer Profile (ICP): *"We make assumptions about who our buyers and influencers are, but the reality is that the buying journey is no longer linear, and the buying committee is no longer static. There needs to be continuous discovery and intelligence gathering."*

Emanuela suggests focusing on long-term value rather than just product features, positioning your brand as a trusted partner rather than merely a vendor. Thought leadership content, case studies and expert insights can help establish credibility and reinforce a company's position as an industry leader.



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2. Data Privacy and Compliance: Turning Regulation into an Advantage

With the rise of data-driven marketing, organizations have access to vast amounts of customer information that can enhance targeting and personalization. However, the growing emphasis on data privacy and regulatory compliance poses significant challenges.

Regulations such as GDPR, CCPA and other emerging privacy laws require marketers to obtain explicit consent before collecting and using customer data. Failure to comply with these regulations can result in severe financial penalties and reputational damage.

It's important to adopt a privacy-first approach and implement transparent data collection practices, ensuring that customers understand how their information is used and offering clear opt-in and opt-out options. This means marketing leaders need to work closely with legal and compliance departments to stay updated on regulatory changes and integrate privacy considerations into their strategies.

"Don't be too reliant on third-party data," warns John. Instead, first-party data should be the priority, acquired through trust-based interactions such as encouraging prospects to engage through gated content and community participation.

Emanuela highlights the importance of a privacy-first approach: *"We have an entire team dedicated to compliance. It's critical that marketers understand privacy rules because non-compliance is costly. You have to think about it not just from a regulatory standpoint but from a customer trust perspective as well."*



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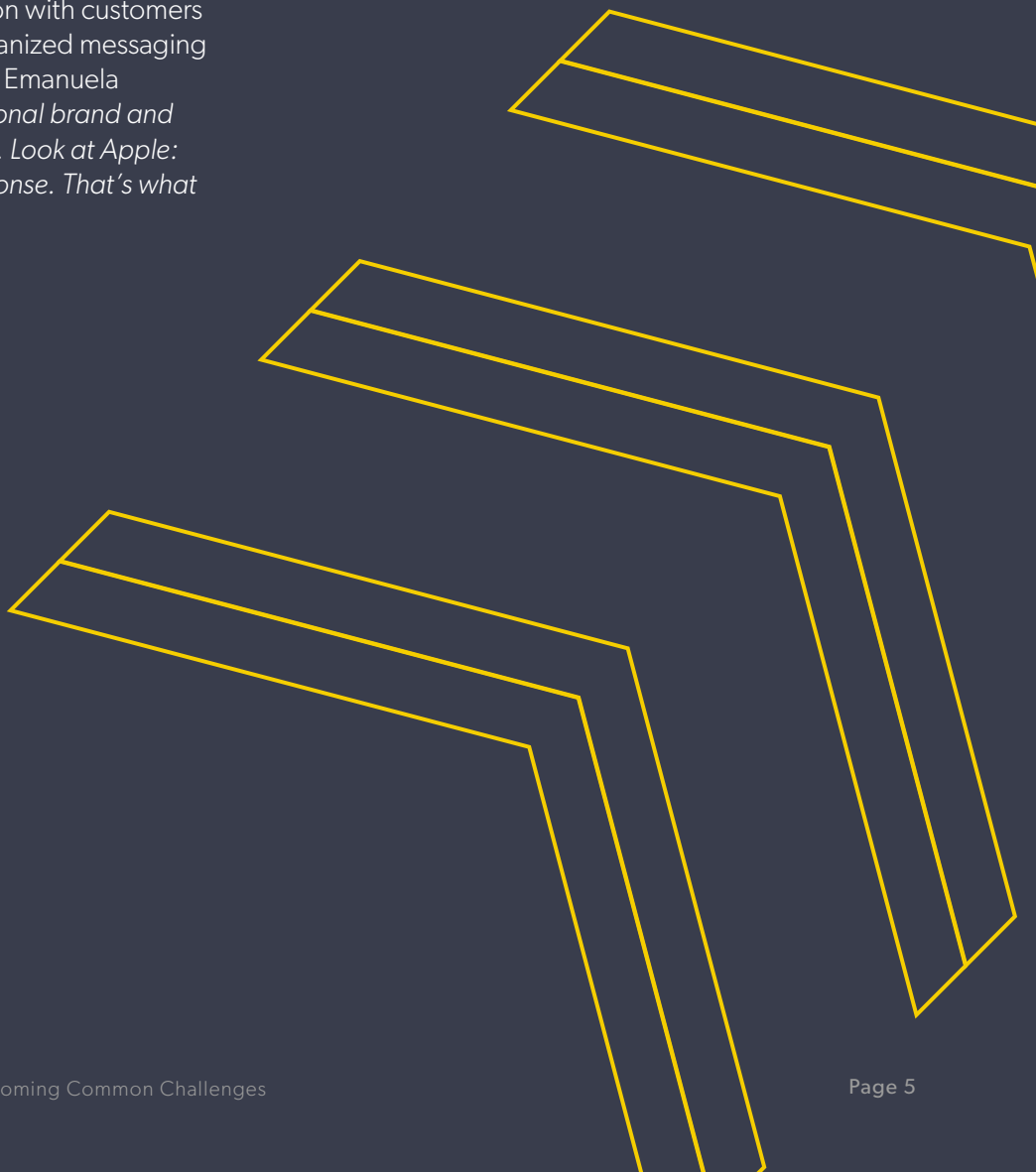
3. Differentiation in a Crowded Market

The technology industry is one of the most competitive B2B sectors, with numerous companies offering similar solutions. In this crowded marketplace, differentiation is crucial but increasingly difficult. *"You need to stand out. It's noisy out there. Have something compelling, a point of difference, an interesting way to say things," says John.*

Many organizations focus on product features to stand out, but this approach often leads to commoditization. To differentiate effectively, marketing leaders should shift their focus from features to outcomes. Highlighting the tangible impact of technology solutions on business efficiency, security and scalability resonates more with decision-makers.

Establishing an emotional connection with customers through brand storytelling and humanized messaging can also create a lasting impression. Emanuela recommends that *"having an emotional brand and humanizing the messaging is crucial. Look at Apple: their brand elicits an emotional response. That's what tech companies need to aim for."*

Additionally, leveraging customer success stories and testimonials builds credibility and reassures prospects that the company delivers real-world value. Investing in strategic partnerships and exploring adjacent markets can further open new opportunities for growth and differentiation.



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4. Navigating Multi-Stakeholder Decision-Making in Global Markets

One of the most pressing challenges in B2B technology marketing is the increasingly complex buyer journey. Like in other sectors, decision-making is no longer limited to a single stakeholder, but here purchasing decisions involve multiple personas across different departments, including procurement, IT, finance and senior leadership.

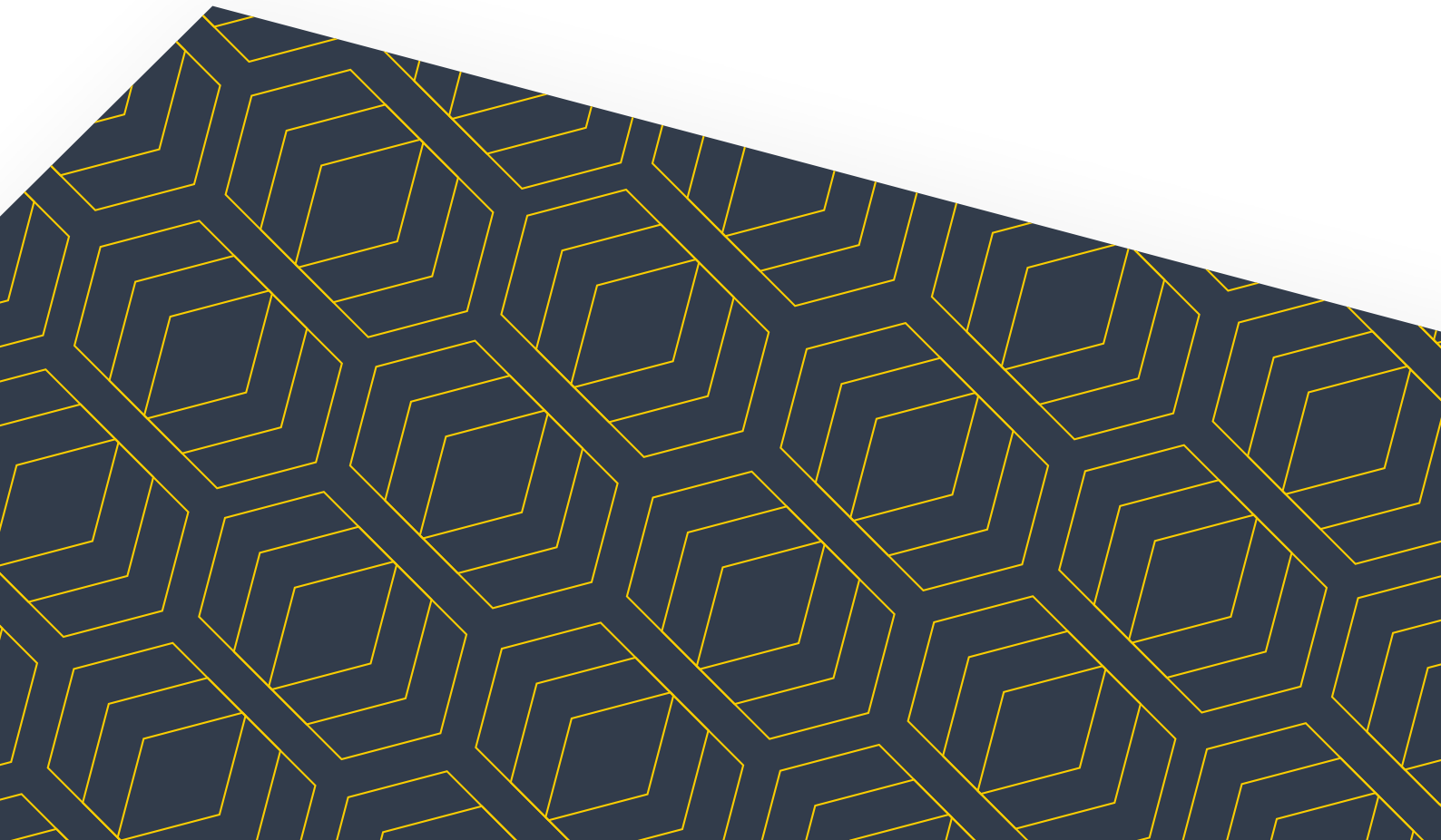
This complexity extends the sales cycle significantly, often lasting many months or even years. Emanuela explains that *"today, decision-makers buy in tribes, the buying decision is a collective process across departments."*

To navigate this challenge, B2B marketers must develop a deep understanding of the personas involved and their respective pain points. Leveraging real-time data and predictive analytics can also help identify the most engaged stakeholders, allowing for more targeted engagement.

Additionally, content strategies should be designed to support the entire buying journey, from awareness and consideration to the final decision-making stage, ensuring that relevant information is available at every touchpoint. Here, localization is critical:

"How a buyer purchases in France is different from the UK, the Philippines or Japan," John points out. It's important to maintain a unified brand message while tailoring content to regional preferences, using AI and automation to manage these variations efficiently.

Marketers should leverage in-market expertise to ensure campaigns resonate with local audiences. This includes translating content beyond language to account for cultural nuances and business priorities. Regional segmentation also plays a key role in refining targeting efforts, ensuring that marketing initiatives are relevant to the specific needs of each market.



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5. Measuring Success Across Diverse Metrics

B2B marketing success is measured through a variety of metrics, including revenue impact, pipeline growth, customer engagement and brand awareness. However, these metrics can vary across regions, industries, and business models. Many organizations struggle with fragmented data sources, making it challenging to gain a holistic view of marketing performance.

To overcome this challenge, companies should implement robust attribution models that account for multiple touchpoints in the buyer journey. Multi-touch attribution and econometric modelling can provide a more accurate assessment of campaign effectiveness.

For multinational tech companies, balancing global KPIs with regional flexibility is essential. *"Every region has different priorities, new markets may focus on brand awareness, while mature markets prioritize retention," John states.*

Nowadays, AI-driven analytics enables marketing leaders to track key performance indicators (KPIs) in real time, allowing for data-driven optimizations. Emanuela defends a data-driven approach: *"If a company can build an econometric model, that's ideal. Otherwise, a multi-touch attribution model helps assess campaign effectiveness across digital and offline touchpoints."*

Obviously, aligning sales and marketing teams around shared goals also ensures that marketing efforts contribute directly to business outcomes. This topic has been extensively covered in Propolis, particularly in our Commercial Marketing strategy pack

You can access a preview of the full pack, available with a Propolis membership here.

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6. Optimizing Channel Strategy: Where to Invest for Maximum Impact

Selecting the right marketing channels is critical for reaching and engaging technology decision-makers. While digital channels dominate, the effectiveness of each platform varies depending on the target audience and stage of the buyer journey.

LinkedIn remains a primary channel for B2B engagement due to its precise targeting capabilities. Webinars and virtual events provide opportunities for in-depth education and lead nurturing, particularly for complex technology solutions. ABM strategies that integrate email, direct mail and social media can enhance personalized engagement with high-value accounts.

"Start with your core objectives: understand what you're trying to achieve, and let data guide your channel investments," advises John.

Predictive analytics and intent data refine marketing spend allocation, ensuring resources are invested in high-intent prospects. A continuous cycle of testing, measuring, and refining helps maximize return on investment (ROI) and improve campaign efficiency.

"We evaluate real-time analytics to determine where our investments yield the highest returns," says Emanuela. *"Every dollar spent must contribute to ROI."*

Organizations that adopt a data-driven, multi-channel approach are better positioned to capture market share and drive sustained growth.

The Future of B2B Tech Marketing: Preparing for Continuous Change

B2B marketing in the technology sector requires a strategic blend of agility, data intelligence and customer-centricity. The complexity of buyer journeys, rapid technological advancements, regulatory constraints and market saturation demand innovative solutions. *"Marketers need to stay curious, always learning, experimenting, and adapting,"* says John.

As technology continues to evolve, successful B2B marketers will be those who embrace continuous learning, experimentation and alignment with cross-functional teams. AI and automation will play an increasing role in hyper-personalization and real-time adaptability.

However, human creativity and emotional intelligence remain irreplaceable. *"Marketing is about more than data, it's about storytelling,"* Emanuela reminds us. John also stresses this point: *"Be flexible, be data-driven, but never forget the power of a great story."*

By focusing on personalization, privacy-first strategies, differentiation through value-driven messaging and leveraging global market insights, marketing leaders can not only overcome challenges but also build a sustainable competitive advantage and drive long-term business growth.

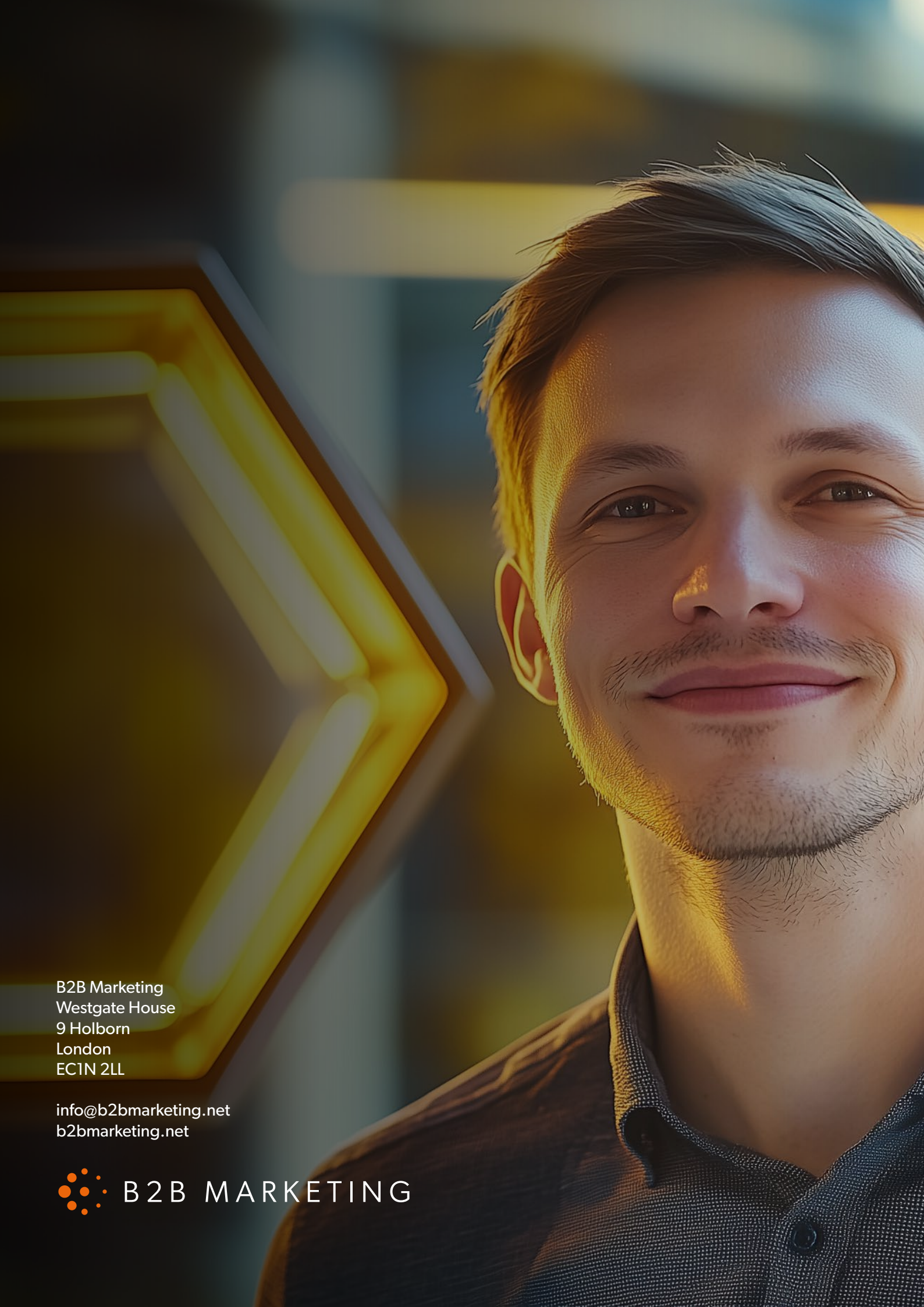


Propolis helps B2B marketers confidently build the right stratgies and skills to drive growth and prove their impact.

Full of relevant experise and tools, it cuts straight to the answers and advice marketing leaders and teams need to overcome their biggest challenges.

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