

Get more bang for your marketing buck – increase ROI with an effective marketing plan for 2023



The **Pandemic.**



The war in **Ukraine.**



The **cost of living** crisis.

It has meant a challenging time for technology organisations.

A recent study in the UK found that!:

83%
of UK tech leaders are concerned about the crisis.

47%
of UK tech leaders are looking to reduce marketing spend as a result.

On a more positive note...

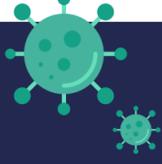
59%
of tech leaders are feeling good about 2023.

51%
of organisations plan to increase IT budgets in 2023. Just **6% plan** to cut back on tech spending.



Fact

Companies that stayed relevant during the COVID-19 pandemic were **more successful** at recovering than those that scaled down marketing budgets.



Marketing dos and don'ts during turbulent times

- Do**
Evolve
- Do**
Optimise
- Don't**
Standstill
- Don't**
Panic
- Do**
Strategize
- Do**
Research
- Don't**
Scale back
- Don't**
Make rash decisions

5 top-tips for optimising ROI from your marketing campaigns

- 1**

Focus on value

Challenging times mean frugal people. Your marketing should emphasise the fiscal value of what you offer more than ever.
- 2**

Be transparent

With customers acting cautiously, competition naturally increases. Be clear, be concise, inspire.
- 3**

Cater to lifestyle changes

People do not want to travel like they did. Cater for their needs and offer things virtually.
- 4**

Refocus don't rescale

Your inclination may be to reduce marketing budgets. Instead, refocus your campaigns so they work as effectively as possible, maximising ROI.
- 5**

Search terms are changing

A drastic change in lifestyles means a swift alteration of the top search terms. Strategize your marketing to get more bang for your buck.

The 5 ResourceIT recommendations



1 **Repurpose existing content**

You can remain relevant and keep that content engine flowing without having to continuously produce brand-new copy.

For instance, do you have a whitepaper that could be turned into several blogs? Or a long form video that could be recreated into a series of bite-size editions?

Reusing existing content in a different way is a fantastic way to keep customers engaged without the normal price tag.

Optimise ROI, and get the most out of your existing marketing, without having to eat into your marketing budget.

2 **Focus digitally**

With less people going out and spending money, digital marketing has its place in the spotlight once again. Capitalising across a range of digital platforms that are cost efficient and support your long-term goals is the way to go.

At ResourceIT we achieved:

- 137,000 impressions**

while helping **Claranet** position themselves as industry leaders.
- 2.88% CTR**

on Google when transforming the digital presence of **Acquia**.

- 58.68%**

LinkedIn InMail Open Rate delivering over **100 leads for TD Synnex**.
- 188%**

above industry average

- 140%**

higher than industry average

3 **Consider media buying**

This guarantees leads in an increasingly competitive world. Knowing that you are connecting with customers that fit the criteria and have shown a readiness to purchase is a powerful tool.

While media buying comes at a cost, ROI is high. Additionally, if you have a lead nurture programme in place it can be highly effective in generating new business.

DID YOU KNOW...

- 50%**

more sales-ready leads are generated through good lead nurturing at a **33% lower cost**.
- 47%**

higher order value for deals closed with nurtured leads.⁴

4

Increase your content marketing

Do you have people that can produce content that is of a technical nature?

Producing regular, insightful, and knowledgeable content that cuts through the noise has never been more important.

5

Unlock the full power of social media

Make social media work for you – for **FREE**.

Posting regularly, engaging with your audience, and making employees work harder will help add to your social following without testing the purse strings.

How ResourceIT can help:

Content Creation

Stand out. Get noticed. Become a thought leader. Our content creation service gives you a voice.

- Video
- eBooks
- Interactive Content
- Case Studies
- Whitepapers
- Sales Decks
- Infographics
- Partner Awards

Demand Generation

Drive interest. Gain recognition. Make your brand the only one that buyers need. Our demand generation service puts you on the map.

- LinkedIn
- Media Buying
- Google
- Direct Mail
- Organic Social
- Email
- Telemarketing
- ABM

Want free advice on your marketing plans for 2023?

Hear from the people that are working with tech organisations, just like yours. An agency that has the experience of delivering more than 5000 projects within the IT channel.

Transforming your marketing for 2023 has never been easier.