Technology marketers with high growth companies require a more intelligent approach and marketing programs driven by content expertise and that leverage new tools to identify potential buying behavior.
Real world examples of three companies that rose from start-up to market leadership while partnering with TechTarget

For most companies in the technology industry, the “race to the top” defines strategies, tactics and resource allocation. Although there always are emerging, micro-niche segments that can seemingly provide a safe haven for small companies that want to remain profitable without running into industry giants, the industry’s rapid rate of change often make those niches obsolete overnight. The vast majority of technology industry marketers must plot innovative and bold growth strategies designed to help them increase sales and profits faster than their competitors—or face the dire consequences.

Whatever their endgame may be—achieving and accelerating revenue growth, going public, being acquired, expanding into new markets and geographies—gaining market share is essential. High-tech marketing consultant and author Geoffrey Moore, writing in his book “Escape Velocity,” talks about an essential competitive framework called Market Power, which requires companies to target their most strategic customer segments and target their offers to ensure winning dominant shares in each of those strategic segments.

In order to reach Moore’s “market power” status, many companies have built successful marketing strategies upon strategic media partnerships that leverage expert content in a variety of formats and programs. And, over the past decade, more and more of those companies have centered their content marketing initiatives upon the many opportunities presented by TechTarget.
Leveraging the focus and impact of TechTarget

With more than 120 specialized Web communities for technology buyers, TechTarget offers technology industry marketers a unique opportunity. Not only can marketers target their messages to decision-makers in their specific segment, but they can leverage TechTarget’s many ways of measuring the impact of their messaging efforts by helping to drive buying behavior and measuring a variety of factors that illustrate critical return on investment (ROI) metrics.

For example, consider the experiences of several high-growth companies in the data storage industry. For decades, the data storage segment has been characterized by two constants: continually escalating demand for more storage solutions, and relentless competitive pressures resulting in high-pitched battles for market share. A generation of storage industry innovators built successful companies largely on the basis of impressive technology and attractive economic benefits to IT organizations, only to soon run up against the market reality of having to compete with market leaders such as EMC, IBM, HP, Dell, Hitachi, NetApp and others.

Companies such as Data Domain, Compellent and Diligent all had built fast-growing, successful companies in their respective segments of the data storage industry using a combination of excellent technology, smart positioning and highly focused marketing campaigns leveraging expert content from a variety of sources. In each case, those (and many other) companies placed a very high value on working with a media company whose expert content helped highly engaged technology buyers make smarter decisions when they were ready to buy. Not only that, they were looking for a media partner that could provide detailed analysis of how well the programs were driving highly qualified leads that could be quickly converted into their sales pipelines.
Case study: Data Domain

Maximum performance from metrics-driven marketing

A pioneer in the disk backup technology now known as data deduplication, Data Domain experienced strong demand for its solutions from its founding in 2001 to make a successful public stock offering in 2007, raising $111 million. Annual revenues then were $46 million, and it decided to use some of its new funding to dramatically step up its marketing efforts so it could outgrow its smaller competitors and better prepare itself for the expected fight against the giant incumbents.

Among the company’s most important decisions was its commitment to a wide-ranging, integrated content marketing program with TechTarget. Data Domain saw that TechTarget’s Storage Media Group was, itself, in the midst of a hyper-growth period, with its site membership growing at a 33 percent compound annual growth rate over a 5-year period. “We knew that TechTarget’s storage sites attracted the right-caliber respondents we were looking for because we had spent several quarters tracking lead performance. We also knew if the TechTarget database was growing, our database would grow. When relevant content is served up to real buyers, good things happen,” said Beth White, who served as Data Domain’s Vice President of Marketing at that time.

Increased investment equals more revenue

Data Domain took advantage of the significant growth in TechTarget’s storage decision-maker audience and embarked upon a program that spanned numerous domestic and international media platforms, including content syndication, white paper dedicated email programs, virtual trade show and live event sponsorships, on-demand mediacasts and list rental campaigns. During a six-month period of Data Domain’s highest growth—the company’s revenues grew from $46 million in 2006 to more than $480 million in 2009—the company posted more than three times the number of offers as its competitors, and dramatically expanded its variety of product types promoted in those offers.

Another key to Data Domain’s successful program with TechTarget was its willingness to step up the velocity and variety of its programs in the 12-month period before it was eventually acquired. The company ran 18 different programs across eight TechTarget Web sites, generating more than 11,400 leads during that time. “The longer we ran the campaign, the more we learned. TechTarget was a true metrics-driven marketing partner. If our data showed high program performance we drove it harder, invested more. If our data revealed a low yield rate, TechTarget product managers jumped all over the results to learn more, adjust and deliver above target,” said White.

During the period TechTarget was its principal media outlet to reach storage decision-makers, Data Domain’s sales skyrocketed. When Data Domain was bought by EMC for $2.4 billion in 2009, the company formed a large share of a new EMC $1 billion division.
Case study: Compellent

Generating active leads with the most direct message, content and solutions

From its founding in 2002, Compellent Technologies plotted a course for market leadership. The supplier of block-based storage-area networks (SANs) carved out a strong market positioned based upon its advanced feature set, including automated tiered storage, thin provisioning and replication. When it went public in 2007, sales had grown to a healthy $23 million, and revenue more than doubled in its first year as a public company.

But Compellent’s management realized that, in order to compete against both well-entrenched market leaders and a host of smaller, well-funded storage competitors, it needed to make every dollar count, especially in marketing. “As CEO of Compellent, I considered marketing to be a strategic component in our business,” said Compellent’s then-CEO Phil Soran. “Our marketing team knew their ultimate job was to help sales. That is why we made the investment with TechTarget; our TechTarget programs helped to drive sales growth.

The power of targeting the right audiences

“Successfully building our brand and generating quality sales leads were paramount to the success of growing our business,” he added. “To achieve our goals and constantly grow market share in a fiercely competitive environment, we relied upon a marketing strategy of getting our message and solutions in front of the right buying audience at the right time. This was why TechTarget was a key IT media partner for us.”

In the months leading up to its 2011 acquisition by Dell, Compellent ran 19 different programs with TechTarget across 13 different sites, generating a heady 33,000 leads.

Compellent’s experience with TechTarget was so positive that its marketing team continued running multiple programs with TechTarget after the acquisition, ranging from content syndication programs and virtual trade show sponsorships to custom microsites and a wide range of online and print advertising programs. The result: another 18,000 leads during the first year of its existence under Dell’s corporate banner.
Case study: Diligent

Content alignment strategies to influence serious IT decision-makers

Formed by a group of former EMC executives, Diligent Technologies set out in 2001 to become a major player in the disk-based backup solutions market for enterprise-class storage. The company’s cutting-edge ProtecTIER data protection platform was powered by its HyperFactor inline deduplication technology, and helped the company to gain considerable interest from enterprise-class storage customers.

Diligent’s ability to help hardware storage vendors enhance their virtual tape libraries made it a valuable partner to numerous storage companies. However, its management realized that it needed to dramatically step up its profile and become more conspicuous in promoting its value proposition against other aggressive competitors.

Diligent engaged TechTarget to develop a year-long integrated marketing program, first promoting much of its own content such as white papers on SearchStorage.com, and then using the site’s respected and authoritative editorial content to engage the site’s large and growing audience for disk-based backup solutions.

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Doron Kempel, former CEO of Diligent

Reaching decision-makers to generate powerful leads

“As an emerging-growth company, we had two key marketing goals: increase our market presence with the right decision-makers, and generate real, actionable leads for our sales team,” said Doron Kempel, the former CEO of Diligent. “TechTarget programs directly supported both goals as their content and events consistently attracted the right audience for us.”

An important component to Diligent’s use of TechTarget’s ROI consulting group was to capture and report several vital analytical metrics, designed to measure the extent that Diligent’s campaign engaged the influential SearchStorage.com audience. Among the analytics Diligent was able to visualize were frequency of readership of its content assets; identification of “extremely engaged” leads (those who downloaded and/or viewed multiple content assets); degree of user influence among those that interacted with Diligent content, and lead “snapshots” which provided brief but insightful views on engaged leads’ buying profile and purchasing influence.

Mid-way through its campaign, Diligent was pursued by several acquisition candidates, and eventually was bought by IBM for a reported $200 million to become a strategic part of its storage software lineup.
Best practices to accelerate the move to market leadership

With more than a decade of successful marketing partnerships from which to draw upon, TechTarget has identified a few common best practices to help companies find their fastest route to market leadership. Specifically, successful high-tech marketers:

Measure religiously, and measure the right things

Regular, ongoing metrics are essential to ensuring that programs are on track, stay on track, and can quickly be brought back on track as market conditions change. “Our best customers are those that measure their results,” according to TechTarget chief operating officer Mike Cotoia. “And, just as important, they know the most important things to measure, not just lowest cost per lead.”

Run consistent programs

Because it’s so difficult to determine which customers are far down the purchasing decision path at any time, the smartest marketers are always in front of buying influencers with fresh content and new offers. They also use new tools such as TechTarget’s Activity Intelligence™ to better understand their customers’ buying research behavior.

Think—and act—globally

Just about all high-tech companies operate globally, so the best marketers put together and execute global campaigns. They also select media partners that help them scale and leverage their investments globally in order to attract an increasingly global buying audience. They also know which offers and which media platforms perform best for different markets, so they work with a media partner that can not only help them reach a global audience, but can make the proper recommendations on the best media mix.

Take the long view

While there’s little doubt that every marketing department is pressured to deliver immediate returns to help fill the sales pipeline, true market leaders know they are building awareness, preference and long-term relationships over time. Short-term sales leads are great, but without fresh, highly qualified and deeply engaged leads to fill in behind them, sales momentum will come to a crashing halt.

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