

Four Ways That Solution Validation Marketing Content Can Help You

Close More Deals Faster

REASON #1:

You Need Compelling Content to Engage Prospects



80% of IT buyers engage with marketing content more than 6 months before purchase.¹



IT buyers research solutions for a long time before they're ready to engage with sales.¹



IT decision makers consume 4-5 marketing content types prior to the 1st sales engagement.¹

“Compelling, credible, and captivating third-party validation marketing content helps you to connect your buyers with your solutions and more quickly meet their technology and financial goals.”

REASON #2:

You Need the Right Marketing Content to:



Connect decision makers to the solutions that meet their criteria.



Help IT buyers to narrow in on their goals and the value of your solutions.



Fill down-funnel gaps in content plans for closing campaigns.

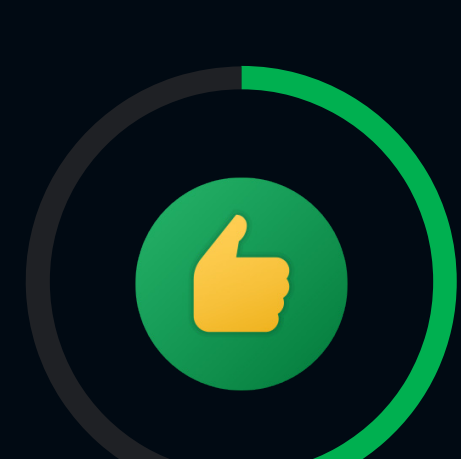
“Third-party validated marketing content can help your customers to build trust in your solutions and move the needle in their buyer’s journey.”

REASON #3:

IT Buyers Prefer Credible Marketing Content from a Trusted Independent Brand



62% of IT buyers would advise tech vendors to produce more unbiased/independent content.²



45% of IT buyers consider independent product reviews to be one of the most valuable content types they use to research and evaluate IT products and services.³

Unbiased/Independent content was the most highly requested type of content by IT buyers trying to learn about new products/solutions.²

REASON #4:

Captivating Digital Marketing Content From a Trusted Third Party Will Help You to Reach Your Target Audience

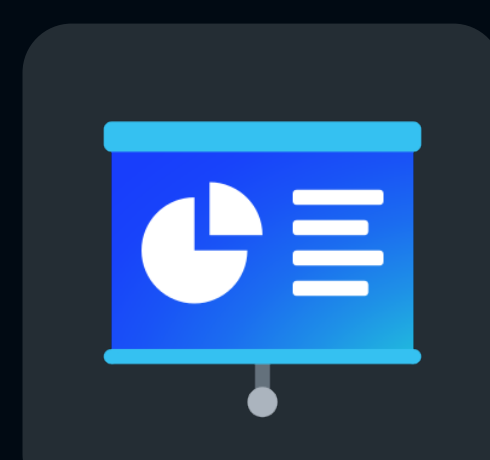
TO INCREASE CAMPAIGN EFFECTIVENESS AND CONVERSION RATES:



Validate your technical marketing claims.



Quantify the savings and business benefits that your solution delivers.



Highlight your differentiation and why it matters to the business.

The Bigger Truth

With more than 1,100 Technical and Economic Validation reports published over the past 18 years, the ESG Validation Practice has proven its ability to generate leads and accelerate sales cycles for our customers.

If you're looking to add technical and economic solution validation marketing content that is compelling, credible, captivating, and that connects buyers to solutions to your digital demand playbook, ESG can help you to gain prospective buyer's attention, narrow in on the right product or service, and close more deals. Click below if you'd like to learn more about ESG's Validation services.

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