

Q1 2009

Tech Marketing for SMB –Best Practices

Connecting with influencers

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SUMMARY

Small and medium businesses are being squeezed in the current economic climate. Successfully marketing services in these turbulent markets has become increasingly difficult but intelligent use of resources can still produce effective results.

This reports analyses the main aspects of influencer marketing in the technology industry and provides data and recommendations on how SMBs can best take advantage of the industry.

This report will be of relevance to any seeking to influence buyers or understand the market.

The full report outlines web presence for the leading firms and individuals in the IT analyst industry. The report is available immediately priced at \$249. To purchase see Ordering section below.

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ADDITIONAL MATERIAL

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Methodology

1. ATA refers to www.all-the-analysts.com an online search portal for IT analyst reports and research. Click through rate of users at www.all-the-analysts.com were analysed to establish usability patterns during 2Q08. These excluded registered users from analyst companies and multiple click throughs from single users. No weighting is given against free research as this will tend to be more widely read and hence has greater web presence. Demographics of users are as follows Business Strategy (19%), Finance (3%), HR (1%), IT Operational (6%), IT Strategy (24%), Management (13%), Marketing (15%), Other (10%), Research & Development (9%)
2. Online news items and blog items mentioning specific analyst firms by name were analyzed throughout 2Q08. The frequency of items published was counted to produce a figure for number of items per day. Items that mentioned the analyst firm by name but were published by the firm itself were excluded.
3. News items and blog items mentioning individual analysts from the recent analyst of the year poll conducted by the Institute of Analyst Relations (IAR) were analyzed throughout 2Q08. The frequency of items published was counted to produce a figure for number of items per day. Items that mentioned the analyst by name but were published by the firm itself were excluded. Only items that appeared online in aggregators such as news or blogs search results were included. [<http://technobabble2doto.files.wordpress.com/2008/06/analyst-of-the-year-results-iar.pdf>]
4. Trend analysis was conducted on search queries entered by users of www.all-the-analysts.com during 2Q08.