



# IT & TECH

## Digital Marketing Guide

— Insights from Industry Experts —





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# Participants



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Milan, IT



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Service Operations Director at  
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**Corey Marques**

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**Michael Forest**

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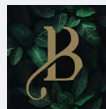


Vancouver, CA



**Azan Ahmed**

Digital Marketing Director at  
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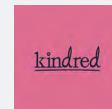


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# Participants



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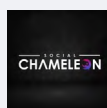


Sheffield, UK



**Jemima Myers**

Founder & CEO at  
Social Chameleon



London, UK



# Introduction



Businesses face unique challenges in standing out, attracting qualified leads, and engaging with their target audience in this fast-paced IT and Tech industry. Whether you are focused on software development, AI & ML applications, or cloud computing, digital marketing is essential for driving growth and building brand credibility.

The **IT & Tech Digital Marketing Guide** outlines the key trends, strategies, and actionable insights to help your tech company succeed in today's highly competitive landscape.

## Key Takeaways:



**Top Marketing Trends:** Discover the **most impactful trends** reshaping IT and tech marketing, such as AI & ML (18.9%), thought leadership content (18.9%), and user-generated content (13.5%) campaigns.



**Best Digital Channels:** Unlock success through the **most effective digital channels** like SEO, PPC advertising, and content marketing. These have proven to be essential for reaching IT and tech audiences.



**Key Metrics for Success:** Focus on **metrics that matter**, such as website traffic (25.6%), conversion rates (20.48%), and social media follower growth (10.24%), to evaluate your marketing campaigns effectively.



**Overcoming Common Challenges:** From standing out in a crowded market (38.5%) to generating qualified leads (23.1%), this guide helps you navigate **key challenges** and provides solutions to boost your marketing efforts.





**Winning Content Formats:** See which **content formats** work best for tech companies, including in-depth white papers and case studies (27%), explainer videos (13.5%), and live webinars (5.4%), all proven to engage and convert tech audiences.



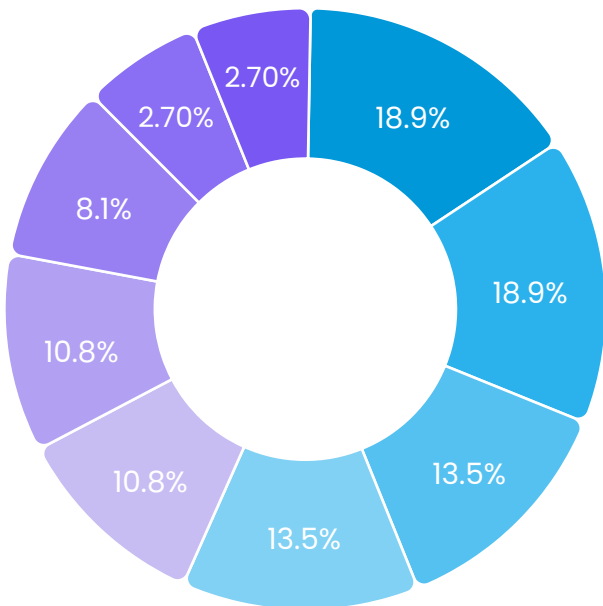
**Expert Growth Strategies:** Learn from industry leaders on how to develop **tailored digital marketing strategies** that drive qualified leads, optimize customer engagement, and establish your tech business as an industry leader.



## Key Takeaways

### Top Trends, Channels, Metrics, Challenges, Services, and Priorities

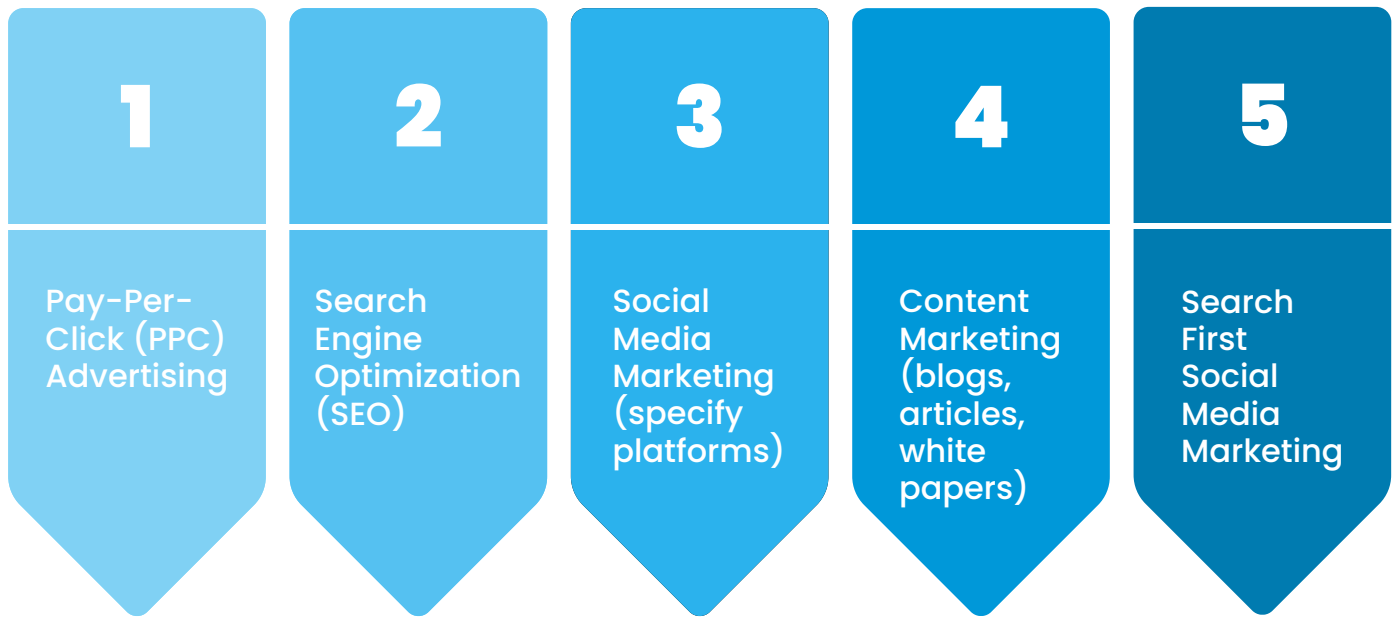
#### Top Digital Marketing Trends Reshaping the IT & Tech Landscape



- Artificial Intelligence (AI) and Machine Learning (ML)
- Content marketing focused on thought leadership
- User-generated content (UGC) campaigns
- Social media marketing in emerging platforms (e.g., TikTok)
- Interactive content (e.g., quizzes, polls)
- Account-Based Marketing (ABM) for targeted lead generation
- Influencer marketing for B2B tech audiences
- Ethical marketing practices
- Voice search optimization



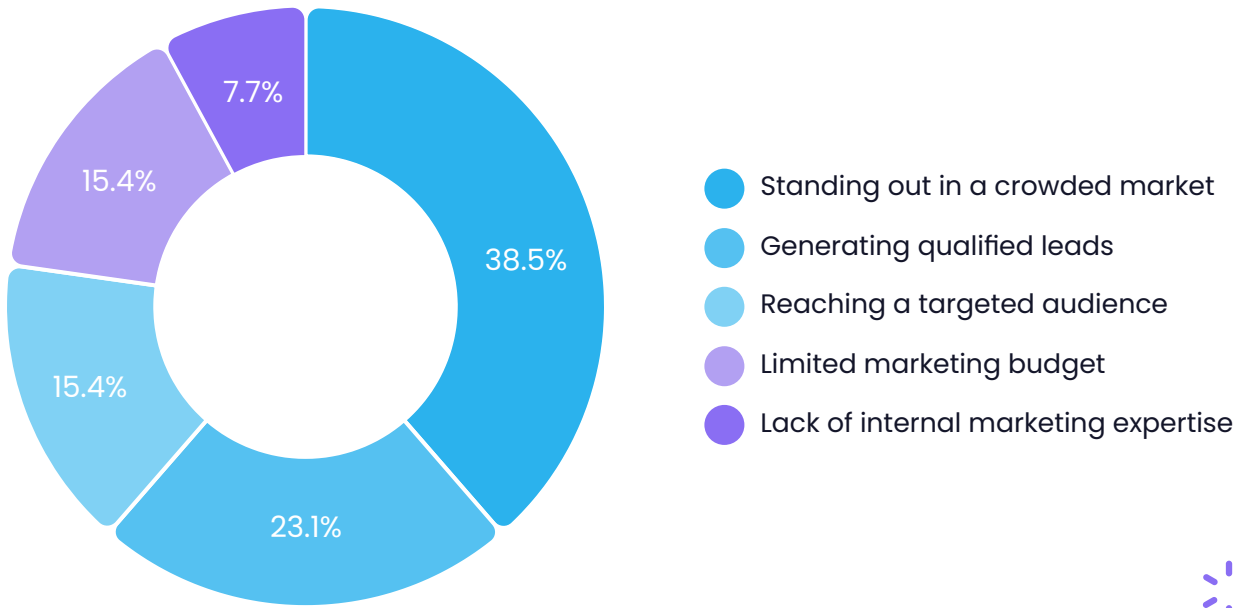
## Top 5 Digital Channels to Success in IT & Tech Marketing



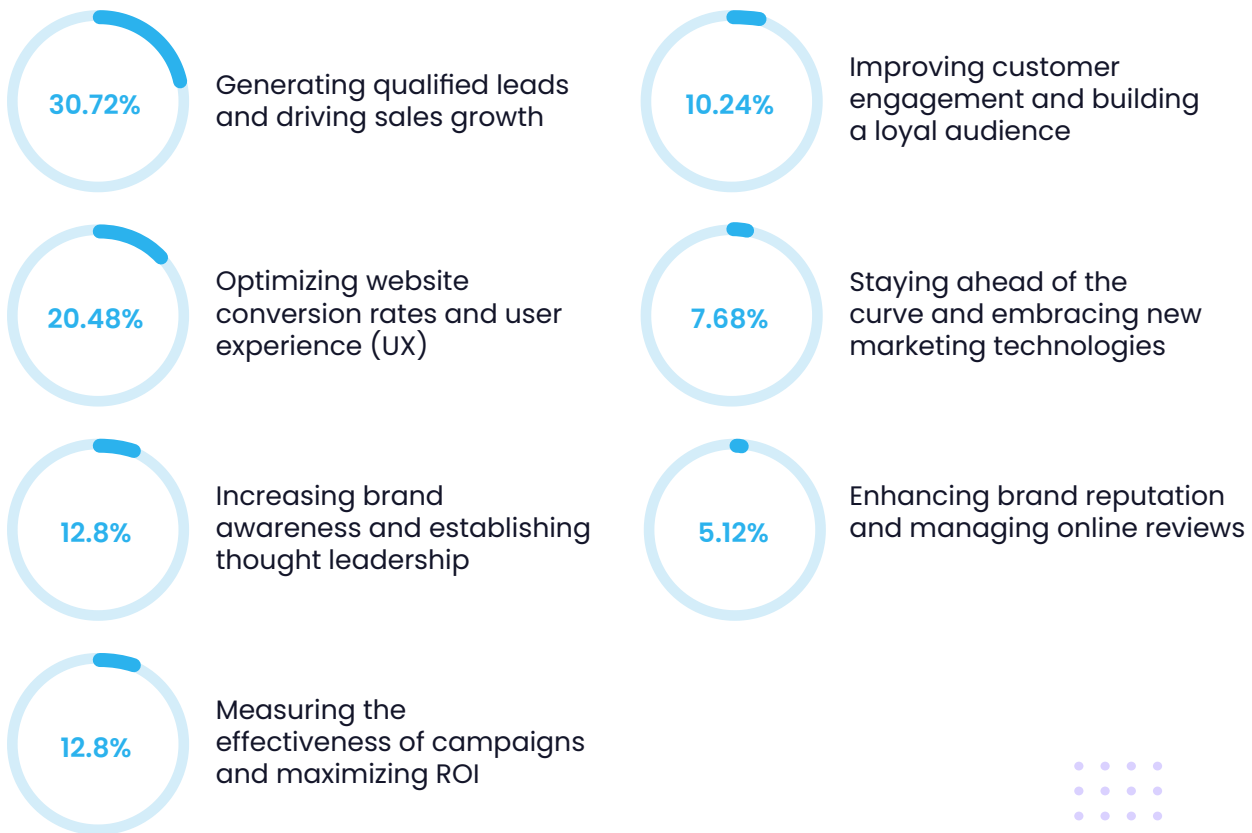
## Key Metrics that Matter for IT & Tech Startup Marketing Campaigns



## Common Hurdles Faced by Agencies for IT & Tech Startup Marketing

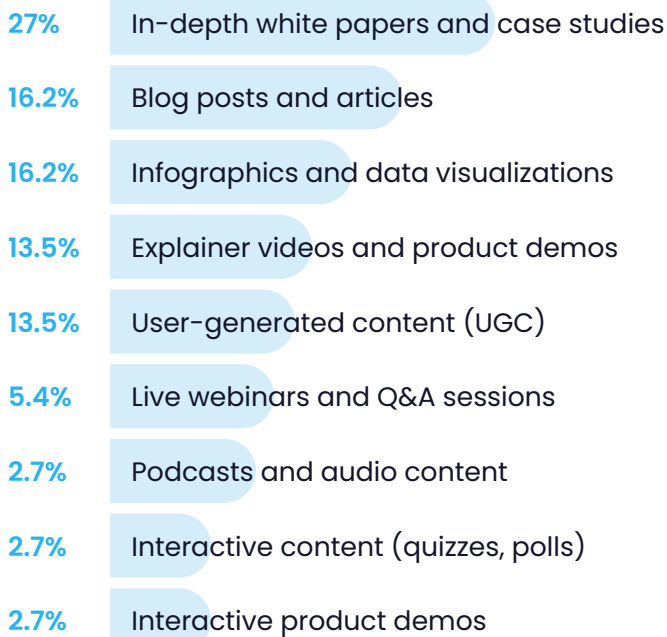


## Top Priorities for Successful IT & Tech Startup Digital Marketing Strategy





## The Winning Content Formats for IT & Tech Startups



## Top Digital Marketing Services IT & Tech Startups Crave

 **28.16%**

Developing and implementing digital marketing strategies

 **28.16%**

Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

 **12,8%**

Building websites and landing pages

 **12,8%**

Content creation and content marketing

 **7.68%**

User experience (UX) design and development

 **2.56%**

Social media marketing and community management

 **2.56%**

Data analytics and reporting

 **2.56%**

Developing search first social strategies



# Experts Share Their Effective Strategies for Driving Growth for IT & Tech Startups

Industry leaders spill their secrets on what unique insights and strategies they developed to address specific challenges and opportunities on their growth potential...



"We tailor agile, scalable strategies for IT & Tech startups while addressing the need for rapid growth, cost-efficiency, and differentiation in competitive markets. By leveraging emerging opportunities and crafting content for tech-savvy audiences, we position clients as industry leaders. Our proven track record and collaborative approach ensure that our strategies align with and support clients' business goals while resonating with diverse local markets."



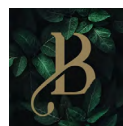
**Corey Marques**  
Digital Strategist



"We objectively look at the evidence within the data and focus on prioritized opportunities that we are confident can move the dial specific to the clients' objectives. Every startup has a unique data environment and competitive landscape where we can explore untapped performance potential."



**Lee Wilson**  
Service Operations Director



"Startups must ensure that their infrastructure and technology can scale with growth. The transition from a small to a medium or large-scale operation requires careful planning, testing, and often re-engineering of systems."



**Azan Ahmed**  
Digital Marketing Director





“We understand the challenges IT & Tech startups face, from rapid tech changes to scalability. Lotrèk’s agile, cooperative structure allows us to provide tailored digital solutions, like advanced UX/UI design and scalable e-commerce platforms. We partner with startups, leveraging our expertise to anticipate challenges, foster innovation, and drive growth, ensuring they lead in their industries.”



**Filippo Gruni**  
CEO



“We leverage industry expertise, internal data, and broad insights to align strategies with tech entrepreneurs’ goals. Our deep knowledge of digital services and emerging technologies like AI, blockchain, and SaaS helps build trust and enables strategic experimentation. With extensive campaign data, we efficiently help clients achieve KPIs by helping them showcase their expertise without alienating their target users, focusing on performance and results rather than the “how”.”



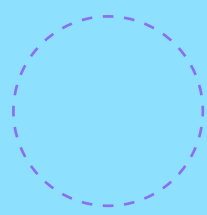
**Jemima Myers**  
Founder & CEO



“Consulting with SME’s around the business to absorb their perspective and fuel more relevant content curation.”



**Ben Foster**  
CEO





“We develop unique and helpful guides tailored to that market. For example, Our SaaS white paper market report aims to give the perfect intel into the world of SEO for software businesses. With detailed analysis and insight from our expert teams, we outline the potential SEO holds in that sector and how startups can jump on growth opportunities.”



**Stanislava Nedelcheva**  
COO



“Through our rigorous and detailed proposal process. We will look into top competitors, performance gaps, technical issues, and more. As well as this we will carry keyword and user research to identify where opportunities lie and how to access them.”



**Tom Walsh**  
Head of Marketing



“The key to us understanding the specific challenges and opportunities is to ensure we are up to date with all the latest trends and technology within the industry. By doing this, it allows us to create bespoke strategies for each client depending on the specific challenges they may be facing.”



**Alex Myers**  
Head of Marketing



“In the competitive and continually-evolving IT and Tech landscape, pinpointing a start-up’s unique selling point and translating that into clear, captivating messaging is critical to their survival. We continually drive success through simplifying often complex ideas and developing galvanising brand strategies that leave a lasting impression on their most engaged audiences.”



**Vidhi Agarwal**  
Brand Success Manager





“We understand IT & Tech startups by staying updated on industry trends and challenges. Our strategies address startup-specific issues like scaling and funding with targeted, data-driven solutions. Leveraging our technical expertise, we craft effective marketing plans that resonate with tech audiences. We adapt quickly to changes and use analytics to ensure measurable results and strong ROI. This approach ensures we meet the unique needs of IT & Tech startups and drive their success.”



**Fiona Cubitt**  
CEO



“Ultimately it is evidence backed and meaningful to their bespoke requirements.”



**Michael Forest**  
Marketing Manager



“It is more difficult for IT & Tech startups to place themselves in a competitive market as compared to a product-based company and to generate valid leads.”



**Adam Mates**  
SEO Manager

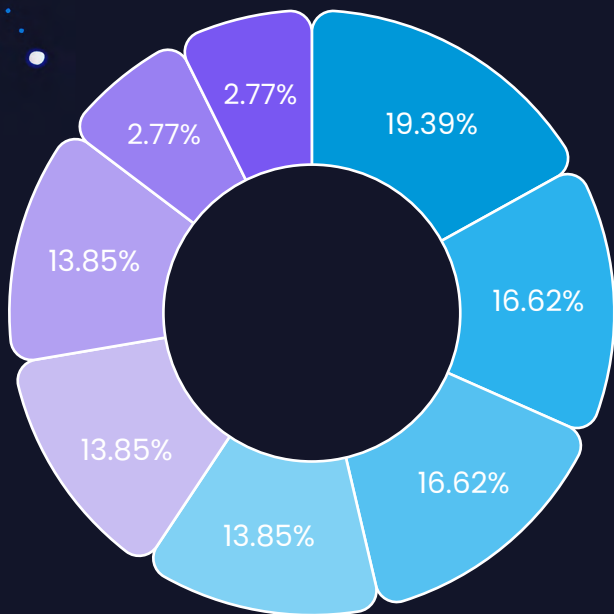






# The Future of IT & Tech Marketing

## The Future is AI-Powered: How IT & Tech Digital Marketing Will Be Revolutionized?



- Optimizing ad targeting and campaign performance
- Providing real-time customer insights and analytics
- Generating personalized product recommendations
- Automating content creation and personalization
- Building chatbots and virtual assistants for customer service
- Simplifying data analysis and reporting
- Enhancing social media listening and engagement
- Identifying emerging trends and competitor analysis





## AI Ethics: What is The New Frontier in IT & Tech Digital Marketing?

The future of marketing for food and beverage brands promises to be a fascinating mix of established practices and groundbreaking technologies.

### "Data privacy"

**61.52%**

Strongly agree

**15.38%**

Agree

**15.38%**

Neutral

**7.69%**

Disagree

### "Bias and fairness"

**30.76%**

Strongly agree

**46.14%**

Agree

**15.38%**

Neutral

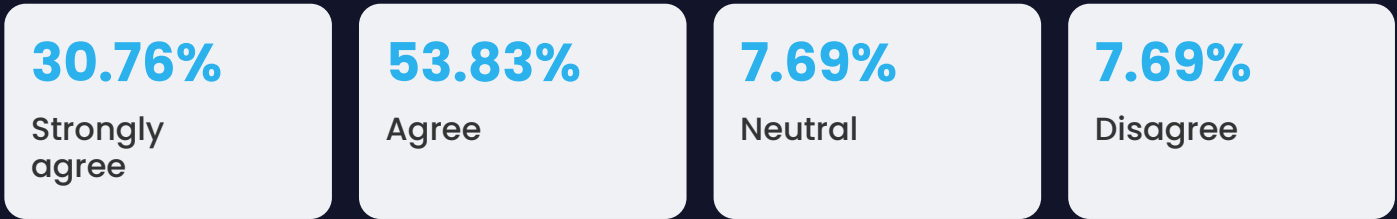
**7.69%**

Disagree

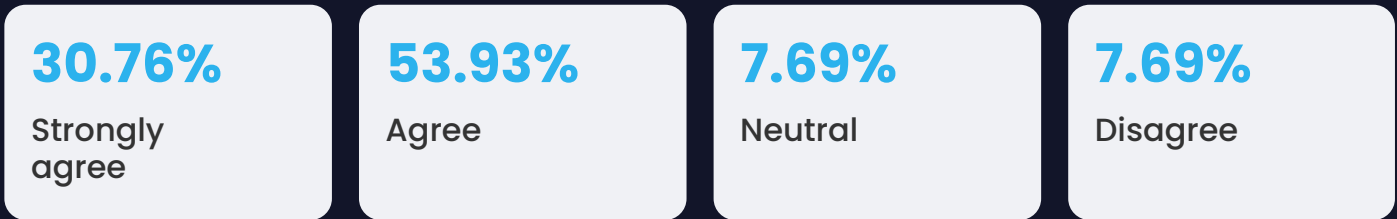




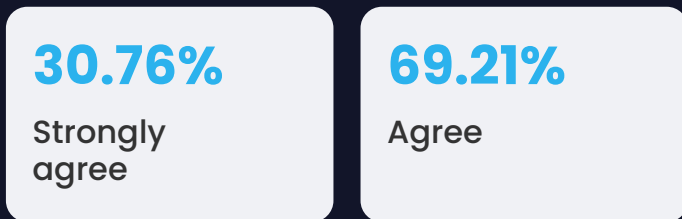
### “Transparency in strategies and decision-making processes”



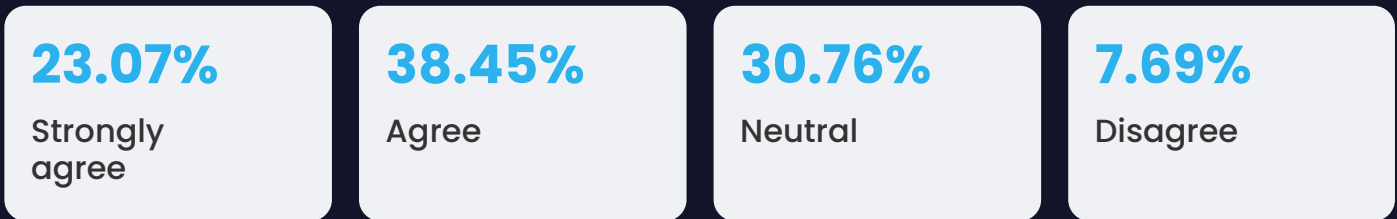
### “Accountability for decisions made by AI”



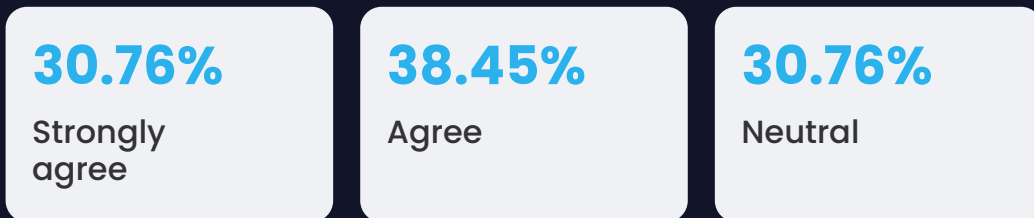
### “Informed consent for AI-driven marketing tools”



### “Manipulation and deception on behavior and emotions”



### “Sustainability for AI technologies in marketing”





# A Look Ahead: What AI-Driven Strategies Will Shape the Future of IT & Tech Marketing?



“To stay at the forefront of AI adoption, Lotrèk focuses on continuous innovation and training. We actively integrate AI-driven tools in our digital solutions, from predictive analytics to personalized customer experiences. By fostering a culture of experimentation and staying aligned with industry trends, we ensure our clients in IT & Tech benefit from the latest AI advancements.”



**Filippo Gruni**  
CEO



“Our agency leads in AI adoption by investing in continuous team education, attending conferences, and staying updated on advancements. We build partnerships with top AI providers for cutting-edge tools and insights. Our data-driven approach optimizes AI models for impact, and we emphasize ethical AI practices to ensure transparency and address biases. This multifaceted strategy ensures we stay ahead in AI and deliver exceptional value to our IT & Tech clients.”



**Stanislava Nedelcheva**  
COO



“Being a tech-based company, we are always involved in exploring new technologies and suggesting our clients new features to improve their platform.”



**Vidhi Agarwal**  
Brand Success Manager



“Looking at useful ways to combine AI and expertise to the benefit of the client and the campaigns sustainable and long term performance.”



**Lee Wilson**  
Service Operations Director





“Remaining up-to-date with new emerging trends within the industry & remaining in contact with our various AI points of contact to get a detailed view of worthiness.”



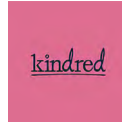
**Corey Marques**  
Digital Strategist



“Training Programs: Regularly updating skills in AI, machine learning (ML), natural language processing (NLP), computer vision, and other emerging AI technologies is critical. This would involve investing in courses, certifications, and workshops for both myself and team members. Knowledge Sharing: Encourage a culture of knowledge sharing through seminars, workshops, and internal hackathons. Creating a forum for exploring AI trends and practical applications within the tech space.”



**Michael Forest**  
Marketing Manager



“We stay ahead in AI by gradually integrating it where it truly adds value, not just for the sake of it. Collaborating with leading global clients in AI development keeps us informed on the latest advancements. This thoughtful approach ensures every AI tool we adopt improves efficiency and outcomes for our IT & Tech clients, driving long-term innovation and success in the industry.”



**Fiona Cubitt**  
CEO



“We see AI as a huge benefit to our agency and the clients that we work with, especially within the IT & Tech Industry, but we do not see it as a replacement for the manual work that we do. AI can be great for streamlining tasks, but the attention to detail that we put into each digital marketing strategy.”



**Adam Mates**  
SEO Manager





“AI offers a vast range of tools, so investing in those that enhance our internal efficiency and provide better client value is crucial. We consult with AI specialists for expert advice on the best tools, focusing on areas with room for improvement. This ensures we use solution-oriented tools to maximize efficiency and client benefits.”



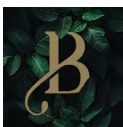
**Jemima Myers**  
Founder & CEO



“By dedicating internal resources and time to experimenting, testing, and reviewing uses.”



**Alex Myers**  
Head of Marketing



“Continuous training and learning, investment in R&D and fostering a culture of innovation.”



**Azan Ahmed**  
Digital Marketing Director



“We will stay at the forefront through continual learning and research, offering regular training to our teams, and through experimentation and prototyping of AI-based projects. We have developed an internal focus group on this topic that will seek to develop policy and guidance in this area, and we have already written a whitepaper on the topic relating to its use within SEO. We will share our knowledge for free to enable other businesses to keep up to date in this area.”



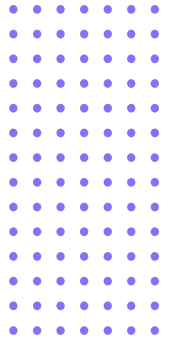
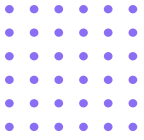
**Ben Foster**  
CEO



“We offer AI product build as a service, which means we need to keep our finger on the pulse of AI progression in the marketplace. Thankfully, this means we have many AI experts at our fingertips and an agency-wide culture of experimentation and innovation so we can truly live and breathe emerging tech as part of our culture.”



**Tom Walsh**  
Head of Marketing



[www.digitalagencynetwork.com](http://www.digitalagencynetwork.com)

