

# Tech CMOs Shift Marketing Efforts to The Digital Relationship

*Copy House and immediate future Technology CMO Outlook Report reveals in-depth insights into five core shifts in tech marketing.*

LONDON, SOUTH QUEENSFERRY  
MIDLOTHIAN, UNITED KINGDOM, June  
15, 2021 /EINPresswire.com/ --  
Interviews with tech CMOs and  
Marketers at large brands reveals a  
shift in marketing focus

Following detailed interviews with  
CMOs from large technology brands,  
five trends surfaced that reveal a shift  
in focus from lead generation to building digital relationships. The 50+ page Technology CMO  
outlook report  
unlocks deep insights and thinking from marketing leaders, to understand how they helped to  
not only  
navigate unprecedented challenges but unlock business value and opportunity from it too.

[Copy House](#) and [immediate future](#) collaborated to interview CMOs and Marketers from brands  
including  
Adobe, Worldpay, Siemens and SAP. The in-depth insight reveals five core trends in marketing  
that reveal a  
shift in approach. As said several times by contributors, “there is a move to serve, not sell”.

Kathryn Strachan, MD at Copy House says: “The change in direction, driven largely by the  
pandemic, saw  
marketers move to align more closely with customers and sales teams. The need to compensate  
for cancelled  
events and switch from promotional content to more helpful content, fundamentally change the  
marketing  
approach: refocusing efforts on delivering meaningful value that would make the audiences’



Copy House and immediate future Technology CMO  
Outlook Report

lives easier and  
reduce some of their stress by concentrating on solving pain points”.

Conversations surfaced the need to build stronger better customer relationships. It also identified new approaches - the likely permanent move to more hybrid led events; the substantial re-evaluation of the Martech stack; and the desire to slow down and be empathetic to customers. What was clear throughout discussions was that social media played a significant part in their plans for the year ahead.

Colin Jacobs, Managing Director at immediate future, says: “The brightest minds in technology marketing have paved a progressive path for future social media marketing activities. Realising the importance of learning from human behaviours and data, marketers deliver contextual storytelling across a suite of assets, they have nudged and nurtured customers by delivering ‘relevance at scale’.

Jacobs identifies a significant focus on excellence and best practice in social: “There’s resounding support of quality over quantity, that cuts through the social noise and builds closer, more personal, customer relationships. To create content that your audience cares about and engage with means you can no longer just pull apart a white paper and fluff a few ‘try now’ or ‘find out more’ posts. That’s lazy and boring social content – and it’s clear from these leading marketers that success is found in being serious about social media marketing and striving to break the social boring!”.

[The Technology CMO outlook report](https://immediatefuture.co.uk/resource/technology-cmo-outlook-report/) is available free for download at <https://immediatefuture.co.uk/resource/technology-cmo-outlook-report/>.

Kathryn Strachan

Copy House Ltd.

[email us here](#)

+44 7913308777

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