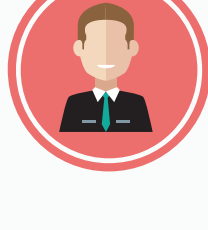


# WHY DO B2B TECH MARKETERS NEED SURVEYS ?



Senior executives are increasingly seeking out thought leadership content to stay ahead of emerging trends.

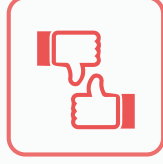
That's

not all

## Tech marketers need to



Listen to consumers



Gather feedback on market and offerings



Test a concept or a new idea before launch

## Why do we need surveys when we have marketing analytics?

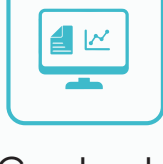
### Marketing analytics tells us the WHAT



Consumer behavior



Web and social media statistics

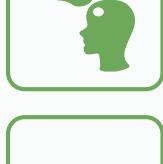


Content performance

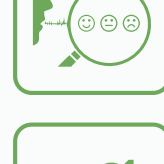
### Surveys help us answer the WHY



Impact



Expectations



Sentiments



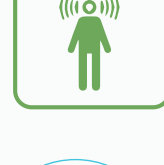
Impressions



Offline behavior



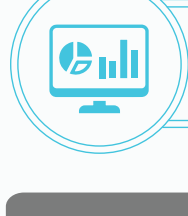
Demography



Perceptions



Preferences



Marketing analytics helps answer the WHAT, but not the WHY.

“ The WHAT doesn't matter if the WHY is lacking ”

Joe Pulizzi, Founder,  
Content Marketing Institute

### The strategic value of surveys



Increase brand visibility



Increase pipeline and sales



Provide customer feedback



Drive product/market decisions

### Surveys can be multi-purposed into



eBook



Infographic



Blog posts



Webinars



and more

### Surveys can be promoted through



Websites



Blogs



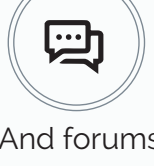
Third-party media



Social media



Print publishing



And forums



B2B technology buyers are looking for original insights.

Surveys are a great vehicle to provide them with that.

To know more on how we can help you run a well targeted and meaningful survey and a content marketing campaign around it,

write to us at [info@damoconsulting.net](mailto:info@damoconsulting.net)

#### About Damo Consulting

Damo Consulting is a Chicago-based management consulting firm that works exclusively in healthcare. Our clients include healthcare enterprises and technology firms. We provide growth strategy consulting, market intelligence, and digital marketing solutions.

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