

# What is technical marketing?

And how can you succeed with it?

It's B2B marketing, but with a twist.

Instead of marketing to consumers or businesses, you design ways of finding and reaching targets who are technical experts in their fields and industries.

You give them the data and tools they need to use **your** product or service to beat **their** competition.

Success at technical marketing requires four things.



## 1. LOOK LOW, NOT HIGH

Focus on influencers, not buyers. Specifiers, not customers. Recognize that the person who maintains a specification that spells out what products or services a company or its customers will buy is more likely a newly-minted engineer fresh out of school than a C-suite executive. They're trying to save themselves from busywork, boredom or liability more than they're trying to save their customer money.



## 2. FORGET ADS

Your targets don't want to see slick ads. "Show us your data" is what they'll tell you, instead. They want proof. White papers. Test results. Lots of footnotes. Show your work.



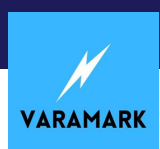
## 3. RESPECT YOUR TARGET

Don't trust marketing generalists to talk to technical experts.  
Hire a scientist to talk to scientists.  
Hire an engineer to talk to engineers.



## 4. ASSUME THEY HAVE NEVER HEARD OF YOU

Too many businesses think their reputation precedes them. Even if you're an industry leader, there's a good chance that an influencer hasn't heard of you. Maybe they just graduated, or they just took over a project that uses your product or service. You have to earn their trust over and over.



Still unsure about how to succeed with technical marketing?  
Reach out to us at [info@varamark.com](mailto:info@varamark.com) and let us help you.