



Where serious technology buyers decide

TechTarget Perspectives:

# 3 Things Traditional IT Media Companies Don't Want You to Know

**And how they are wasting your marketing dollars with irrelevant content and low-quality leads**

Today's B2B technology marketer should demand a media partner who continuously invests in its content, audience, and product innovation to deliver programs specialized to their needs. Unfortunately, some traditional reach-driven media companies, steeped in print heritage have not evolved. They continue to rely on legacy reputation and disregard marketers' strategic value by providing a generalized, one-size-fits-all approach to marketing. Marketers beware: here are 3 things the IT media "old guard" doesn't want you to know about how they are wasting your money on irrelevant content and users, low quality leads, and commoditized products.

*"If marketing was just about buying the cheapest cost per lead, I would get rid of my team and let our purchasing department handle it"*

*—Beth White, CMO, ServiceNow —The Enterprise IT Cloud Company*

# 1

## Many IT media companies rely on outsourced lists, lead swapping with low-quality partners, and tele-marketing to deliver your online lead guarantees

### Do you know where your leads come from?

Most B2B technology marketers assume when they are buying leads from a reputable media brand, they are receiving leads *directly* from that company. Marketers beware, that is not always the case.

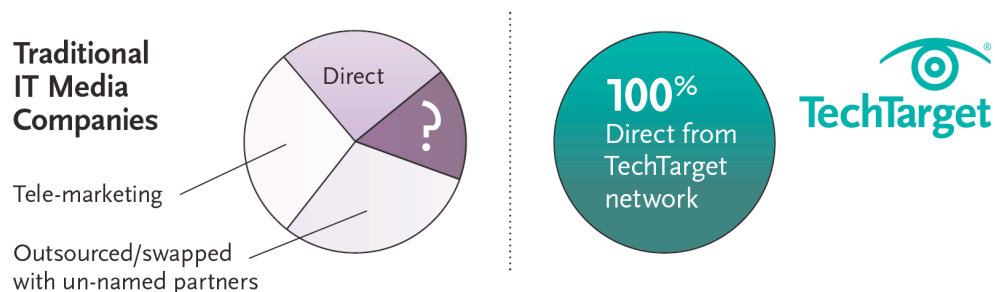
In order to produce a large number of leads with filters at a low price, many traditional IT media companies must resort to questionable delivery tactics because they lack the content and ability to drive enough online leads through their own network.

One questionable tactic of traditional media companies is using tele-marketing to supplement *online* lead generation programs. This ineffective “smile and dial” approach starts with a static database and out-of-context call, relying only on chance to reach buyers at the right time. This tactic often produces low-quality users who have not self-selected to download your content and engage with you.

An inability to deliver leads through their own content also forces traditional IT media companies to employ the dubious tactic of partnering with other volume publishers and list brokers by swapping leads and passing them off as their own. They then re-sell them at a premium to unsuspecting marketers to meet their contracts. How it works: publishers source leads and lists by submitting ‘bids’ or engaging with high volume, low quality sources. When sourcing partners, publishers will naturally gravitate to working with lowest cost providers because outsourcing lead generation is better for their business—not yours.

All leads are not created equal. Even though the other media companies satisfy their lead guarantee, all the marketer is left with is a commoditized pipeline full of unqualified, un-targeted leads and questionable lead sources. This is precisely why many tech sales teams main complaint about marketing is poor quality leads that are passed along as marketing qualified.

### Many Traditional IT Media companies do not reveal their lead sources to you



### Know your sources—TechTarget does

You should know exactly where your leads are coming from. With every TechTarget program, 100% of leads come directly from our network of more than 130 websites. We don’t fulfill online programs through tele-marketing and we will never outsource your leads. Furthermore, we provide full contact and account intelligence on every lead through our Activity Intelligence™ platform which allows us to monitor buyer behavior, research activity, and identify projects to deliver only the most qualified leads to you.

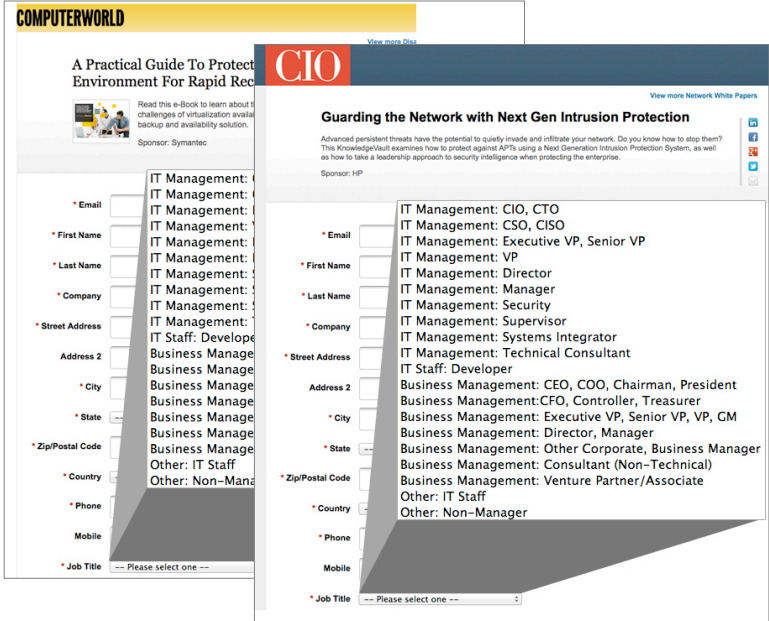
# 2

## Other IT media companies are inflating management titles in your lead generation programs

Is their audience as good as it seems? Probably not.

**Don't believe what you see.** You may think you are getting a premium audience, but the truth is, some traditional IT publishers are rigging their forms to "deliver" what appear to be management titles—but the users may not fit the profile.

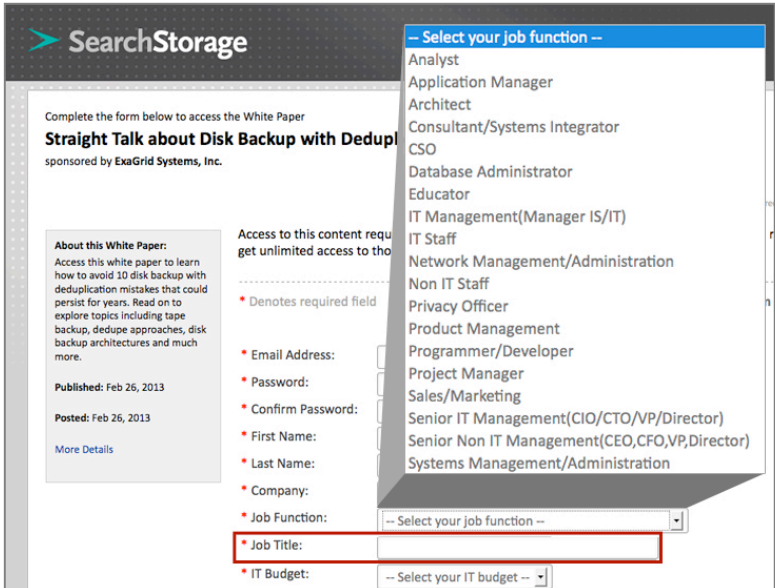
Good luck trying to find user's real job titles because they don't allow their users to type that in. They only provide pull-down menus where 85% of fields are "management" titles. If you ask a user if he is a manager 17 out of 20 times, what results do you think you will get?



Unfortunately, this tactic leaves marketers and their sales teams disappointed by many leads that aren't who they say they are.

### TechTarget— Straightforward forms deliver exactly the leads you expect

Unlike traditional IT media companies, TechTarget has nothing to hide about its audience. We use straightforward forms that allow users to input *real* data, and our job function pull-downs more accurately reflect the makeup of real decision-making teams. The result is valid data and valuable leads who are exactly who you expect them to be.



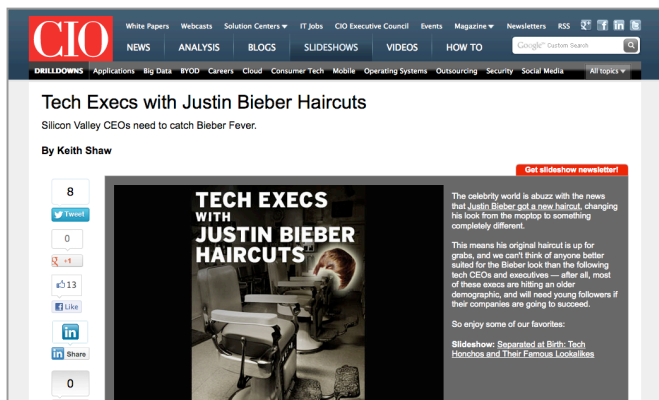
# 3

## Other IT media companies are compromising your brand by using a “Google Bait” content strategy

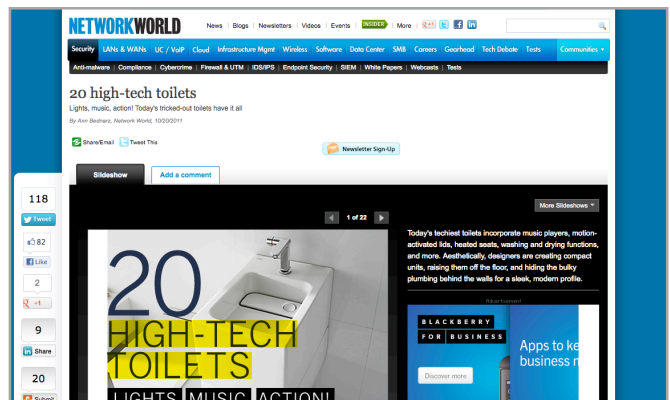
### This tactic boosts page views but delivers irrelevant users for your campaigns

**Google baiting is a manipulative tactic** used by many traditional media companies to boost page views by producing content designed to intentionally pull in broad-based Google traffic. This misleading approach is purely reach-driven and alienates serious IT audiences by providing frivolous articles and news stories on topics unrelated to their technology purchasing needs. They are sacrificing targeting in favor of a glut of broad, general interest content that attracts many irrelevant users, and ignores the technical demands of serious technology buyers. A once solid reputation for quality journalism has been replaced with this shortcut method to online audience building and is reflective of traditional IT media companies’ prolonged decline in investment and commitment to producing high-quality editorial content.

*Why would you pay good money to have your brand associated with this frivolous content clearly designed to produce page views with no consideration of the audience?*



Shameless, transparent play for page views—embarrassing (unless you are marketing to teens).



Flushing your marketing investment down a high-tech toilet.



What does Twitter trending the day of a blizzard have to do with IT purchasing? Nothing—other than exploiting current events for page views.



Case study on Google baiting: Insert keyword “Google” into frivolous article at least 10 times. And don’t forget to mention “iPhone” 5 more times.

## Don't take the bait—TechTarget is invested in providing the most specialized content for serious technology buyers only

TechTarget values its audience too much to waste their valuable time with a “Google bait” content strategy. We are fully invested in providing only the most specialized technical content for serious technology buyers. In fact, we have over 700 editors and experts who produced more than 15,000 original content pieces in the last year alone across 1,400+ highly targeted topics such as Software-Defined Networking, Cloud Infrastructure, and Storage for Virtualized Servers. Nowhere will you find the latest consumer trends about Twitter, Facebook and iPhones. That's why you only get serious technology buyers from your TechTarget campaigns.

*Isn't this the type of in-depth content your brand deserves to be associated with?*

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### SDN security challenges alongside the potential of a new technology

Alan R. Earls

**Editor's note:** In the second part of this series on *securing software-defined networks*, we outline how SDN and network programmability can enhance network security. Here in part one, we explore how the new technology can also pose SDN security risks.

With all of the potential advantages that *software-defined networking (SDN)* can bring to network security, there are also a host of possible risks. But once understood, these SDN

Ahead of the curve leadership content around emerging Software-Defined Networking market

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### Private cloud computing planning from concept through deployment

Bob Plankers, Contributor

Creating a blueprint on what your company expects to get out of cloud computing, getting buy-in from all departments, automating IT workloads, and transitioning to a self-service model are the initial steps in creating a private cloud. But the journey doesn't stop there.

Let's take a look at the five final steps, including initiating chargeback, bolstering security and monitoring cloud performance, to help you with planning so you can create a fully

Comprehensive, end-to-end advice for buyers looking to deploy private clouds

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### Virtual storage appliances drill-down: Optimizing VSAs

Edward L. Haletky

As we discussed in a recent story, "*Virtual storage appliance market: Categories, capabilities*," virtual storage appliances (VSAs) are storage systems that run on a virtual machine (VM) with no specialized hardware to support them. There are different types of VSAs available. In this article, we discuss the optimizers.

Optimizing VSAs improve the overall performance of storage access through various

Specialized content for highly specialized Storage Virtualization buyers

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### Real-time analytics brings BI data directly into business operations

Beth Stackpole

Looking to generate immediate improvements in business performance and gain a competitive edge on rivals, companies increasingly are trying to take advantage of business intelligence and analytics tools not just to garner strategic insights, but also to drive operational decision making in real or near real time.

Real-time analytics -- or operational intelligence, as many prefer to call it -- has been

In-depth answers for serious buyers at data-driven organizations

# Don't let other IT media companies marginalize your brand or your marketing strategies

**You get what you pay for.** Commodity products deliver marginal results, and B2B marketers continue to pay the price. By not investing in their content, audiences, or services, many traditional media companies have not evolved to meet the demands of strategic marketers. They continue to make the cynical bet that some marketers and agencies aren't auditing their editorial content, the quality of their leads, or tracking results they deliver. This approach marginalizes marketer efforts and undermines the strategic value that they bring to their business.

Before you do business with any IT media partner, make sure you understand their content strategy and the source and quality of leads they are delivering to you.

## *Do's and Don'ts when choosing an IT media partner*

Do	Don't
<ul style="list-style-type: none"><li>• Audit your publisher's content to confirm the depth and quality of coverage of your market</li><li>• Fully understand the source and quality of all the leads being delivered against your programs</li><li>• Demand to know how lead information is captured to ensure you are getting exactly the leads and titles you expect</li><li>• Track results and quality of leads being delivered by any IT media partner</li><li>• Be suspicious of low pricing</li></ul>	<ul style="list-style-type: none"><li>• Let your message and brand be associated with irrelevant or frivolous content</li><li>• Pass leads to sales where the lead source can not be confirmed</li><li>• Fall into the trap of accepting leads with inflated management titles</li><li>• Allow your efforts to be marginalized by commodity offerings that don't meet the demands of strategic marketers</li></ul>

## TechTarget: Continually invested in your success

As these media companies continue to hide behind their legacy brands, cut critical editorial and product investments, and marginalize your efforts, TechTarget is completely transparent as it relates to our offerings and your marketing needs. As we have done for the last 13+ years, we continue to invest, progress, and innovate to empower B2B technology marketers.

Unlike traditional IT media companies, we don't take the cynical view of marketing—instead we recognize the strategic value and intelligence that marketing delivers to their business. We understand the enormous expectations faced by technology marketing organizations to deliver ROI in today's economy, and we welcome the opportunity to deliver for them every time. In fact, our best customers are those that track the ROI and results of the leads produced by their TechTarget campaigns. And as valued customers and prospective partners, we believe that you deserve to know exactly how your media partner will deliver for you and this is something we feel very strongly about. **Below is an excerpt of the TechTarget “Online Marketing Pledge”** which we will commit to for every single program we run. For more information and to see the complete Pledge, contact your TechTarget Account Executive.

### TechTarget's Online Marketing Pledge to its Customers

As a premium content and lead generation provider, we have a responsibility to our customers to deliver maximum value to justify our premium pricing. We recognize there are some technology media companies that use questionable practices that can compromise your brand and limit the effectiveness of your marketing programs. As a reflection of our continued commitment to our customers' success, we pledge to adhere to the following standards in order to provide the best environment for technology marketers to do business with us.

#### We promise to:

- ✓ Deliver 100% of your program leads DIRECTLY from the TechTarget network.
- ✓ Provide full contact details and intelligence for every lead we provide.
- ✓ Never use tele-marketing to generate responses for *online* lead generation programs.
- ✓ Always use straightforward registration forms that allow users to input *real* titles.
- ✓ Never swap or broker leads with outside partners to fulfill your lead guarantees.
- ✓ Never mislead our audience or customers through “Google Baiting” tactics.

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#### About TechTarget

TechTarget (NASDAQ: TTGT) is the online intersection of serious technology buyers, targeted technical content and technology providers worldwide. Our extensive network of online and social media, powered by TechTarget's Activity Intelligence™ platform, redefines how technology marketers view and engage technology buyers based on their active projects, specific technical priorities and business needs. With more than 100 technology-specific websites and a wide selection of custom advertising, branding, and lead generation solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology marketing success around the world.

To learn how you can engage with serious technology buyers worldwide, visit [techtarget.com](http://techtarget.com) and follow us [@TechTarget](https://twitter.com/TechTarget).

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