



TECHNOLOGY MARKETING: IT'S ALL ABOUT COMMUNITY

Connecting Ideas, People and
Knowledge More Effectively Online

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The rise of social media has reshaped the communications landscape by enabling people to share and interact with each other as never before. UBM Tech is keenly aware that today's mindset is one of sharing and collaborating. As a result, we are championing a community-driven online strategy that supports the changing needs and demands of technology professionals.

This whitepaper shares why we're creating modern and engaging online communities that enable technology marketers to better communicate with decision makers. It will also show how we have paved the way for the kind of long-lasting relationships that lead to higher brand awareness and increased sales.

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Communities are Collaborative Realities in the Age of Digital Communications

For the purposes of this white paper, we are defining community as a body of business executives with similar professional needs and challenges. The purpose of a community is to bring them together to exchange information, answer each other's questions, share experiences and build relationships.

A community cannot be achieved by simply adding a message board to a traditional website. Communities provide incremental value by fostering interaction between peers, connecting audiences with industry experts, and ultimately nurturing customer-client relationships. Technology communities treat members as real people - not merely buying machines - and as a result, they're personal, social, responsive and trusted.

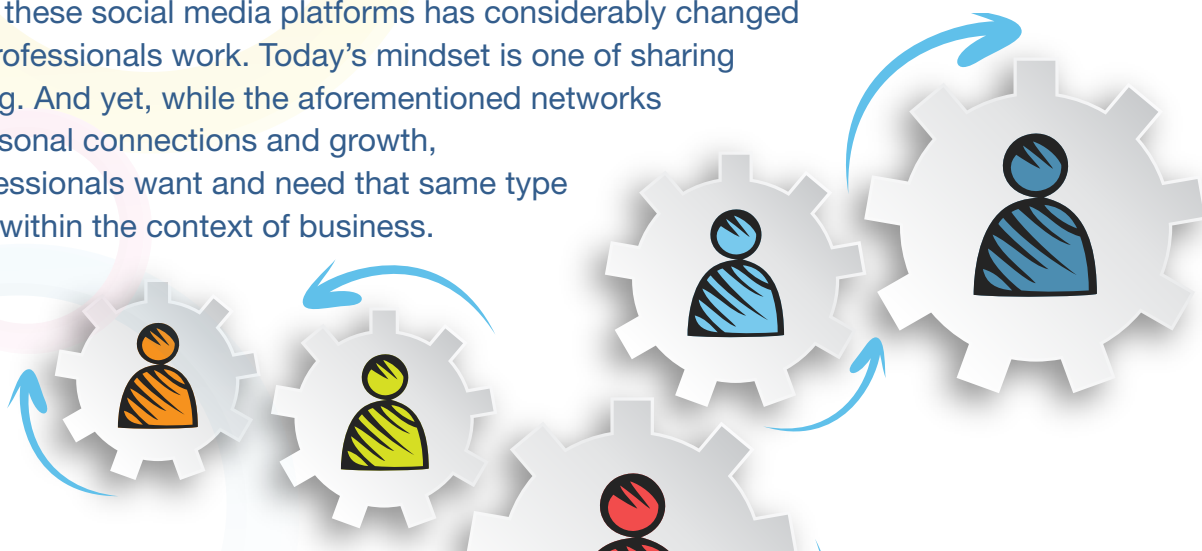
At UBM Tech, we are leveraging the power of the collaboration in digital communications. Over the past year, we've advanced our online offerings to reflect a community-based approach that we believe represents the technology media of the future.



A Collaborative Mindset

Facebook. YouTube. Twitter. LinkedIn. Over the course of the past decade, these online networks have heralded a new age – the Age of Participation. Millions of people visit these sites every day to share information and interact with other like-minded visitors.

The influence of these social media platforms has considerably changed how business professionals work. Today's mindset is one of sharing and collaborating. And yet, while the aforementioned networks are great for personal connections and growth, technology professionals want and need that same type of collaboration within the context of business.



In Peers They Trust

Peer-based insight and advice tops every list as to where buying professionals turn for information. Simply put, in peers they trust.

Recent research at UBM Tech supports this conviction. According to an InformationWeek Online Community Survey conducted in July 2013, 75% of technology professionals are now part of business online communities. Almost 80% of those surveyed said they look to these communities for industry news, commentary and analysis. And, 87% said they visit online communities at least several times a week. Tellingly, 65% – almost two out of every three professionals surveyed – said they rank their peers and colleagues as their leading sources when it comes to gathering information for technology purchases. It's clear that the technology media of today and tomorrow is community owned and driven, defined by platforms that optimize dialogue and collaboration between market participants. These platforms work in real time and are easy to use, fostering and engaging conversations by using underlying data to connect audiences and peers more effectively.

Ultimately, they provide marketers with optimal environments to build their brands, educate their audiences, and influence potential buyers as never before.

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From Push to Push/Pull

The traditional media and marketing model has typically entailed “pushing” information out to prospective buyers. The problem with this approach is that it's passive in nature, and fails to engage prospects in an interactive conversation.

The online community model, by contrast, can be characterized as a push/pull communication strategy where all interested parties – from decision makers and subject matter experts, to editors and technology providers – can contribute to the discussion.

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Leveraging Face-to-Face Best Practices

Face-to-face events provide a whirlwind of ideas, concepts and solutions, and are natural breeding grounds for peer-to-peer based activity. No doubt, when you bring together the best and brightest minds in the industry, breakthrough ideas and strategies are sure to come. But how do those conversations stay alive in the months that follow? Events are date and time specific, and very often, IT decision makers want to continue the lively conversations and sharing of war stories after the event is over.

The online community model borrows heavily from event best practices by providing a Web-based environment that allows technology professionals, subject matter experts and trusted industry pundits to connect and interact with one another before and after the events themselves. Our online communities ignite and, more importantly, foster the same kind of face-to-face interaction, sharing and collaboration found at live gatherings. Specifically, attendees of UBM Tech event content sessions now have an opportunity online to actively participate, ask questions and debate each other on complex technology topics.

The integration of event and digital platforms supports the information and business needs of technology decision makers. We have created integrated, continuous access to targeted peer-based communities 24 hours a day, seven days a week, 365 days a year.

UBM Tech: Redefining Technology Media of the Future

Social media. The value of peer opinion. The benefits of face-to-face interaction. The move from push to push/pull. We're leveraging the power of all these realities here at UBM Tech. Through all new web design and platforms, we're turning our market-leading branded sites into active online communities that foster and optimize dialogue and collaboration between technology professionals, subject matter experts (community contributors) and our editors.

We're providing the business context technology professionals want and need, within the confines of online environments they already trust to make it easier for them to share, collaborate and access peer based insight. We're utilizing the mountains of data we've collected over decades of interactions with technology audiences to better connect them to their peers – and provide marketers the optimum channels to educate and influence decision makers.

Industry's most
respected media **brands**
+ trusted **editorial**
+ **community** contributors
+ community **participation**

We began the process in July 2013 with EE Times, and the results have been gratifying. Site traffic is up 15%, engagement levels have doubled, and registration is up by 10%. We launched the community-driven

Light Reading site in the same month and experienced nearly 20% increase in page views per visit, and a whopping 323% increase in messages posted on the site. Following their lead, we will re-launch InformationWeek using the same successful strategy in November 2013, and expect to see similar results.

It starts with the contributions of our editors, who work to create an environment of trust and credibility.

Making Communities Work

We make it our business to build audiences, create relevant content, host events, help marketers to better understand buyer needs and behaviors, and ignite action from decision makers. Over the years we've gained the trust of many CIOs and technology professionals, and their enthusiasm for our community model is growing. Our site statistics clearly indicate that site visitors are interacting with peers, editors and community contributors.

These higher levels of engagement have produced a snowball effect; enabling our sites to provide deep analytics about our audience communities, with fresh insights about tech buying audiences, that no other business-to-business company can deliver. The foundation of our community is built upon the contributions of our editors, who produce award-winning news, analysis and research of industry trends to create an environment of trust and credibility. Add to this the insights and perspectives from the many industry experts and gurus who actively participate in our community discussions and conversations. Finally, our community-generated content – including comments, ratings, videos and posts – creates a level of interaction that guarantees a broader, deeper and richer experience for all of the technology professionals who visit our community-driven sites. In addition, social sharing functions and social media amplification help to magnify the influence of our communities across countless global networks.

UBM Tech Communities are Shaping the Future of the Industry

Community-driven sites provide a more modern and effective platform to connect and engage with decision makers. The research and insight we've shared in this white paper makes it clear that the community is here to stay.

The Age of Participation is indeed upon us – and UBM Tech is doing its part to advance the exciting frontiers of this evolving model of communications. We welcome you to engage with us, and reap the benefits of a more insightful strategy that promotes better understanding and closer relationships with the business professionals that matter to your business.



For more information on how UBM Tech's new community sites can deliver value to you and your marketing efforts, please contact us.

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ABOUT THE AUTHOR



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Winnie Ng Schuchman is the VP of Marketing for UBM Tech's Business Technology Media Group, a portfolio of market leading brands such as InformationWeek, Dark Reading, Network Computing, Wall Street & Technology, and Dr. Dobb's. With more than 25 years' experience in b2b marketing, Winnie has comprehensive experience and expertise across a vast spectrum of marketing functions, from marketing communications and product marketing to event management and field marketing.

See more from Winnie at createyournextcustomer.com.