



# Technology Decision-Makers: Driving Revenue, Reputation, and Word-of-Mouth

Hill+Knowlton Strategies  
Global Technology Practice  
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Research+Data Insights conducted an online survey of B2B technology purchasers to provide insights into the power the public wields in shaping corporate reputation and preferred strategies for engaging the public in ‘viral storytelling.’

- The survey was conducted between August 15-28, 2012.
- B2B technology purchasers were defined as either 1) people with final purchase authority over technology purchases for their company or 2) members of a committee or group that evaluates, manages, and recommends technology purchases for their company.
- We surveyed 813 B2B technology purchasers, including sample in the following sub-groups:
  - 506 purchasers in the US
  - 307 purchasers in the UK
  - 182 IT professionals (CIO/VP of MIS, IS, IT; technical staff, and consultants)
  - 631 Non-IT professionals (CEO/Owner/Partner, CFO/Treasurer, VP, management, and other professional staff)



# Key Findings

- Technology companies *share* their reputation with the technology-buying public, they do not dictate it, as word of mouth and third-party experts are considered the most valuable sources of information in making B2B tech decisions
- Multi-channel communications programs work best to drive both awareness and purchasing preference among B2B tech buyers
- Traditional media work best to drive overall awareness and frequency of contact
- Industry analysts and peer-to-peer word of mouth are the most valuable sources of information in driving sales, though traditional media resources also rank highly
- Technology buyers share information when it may impact a decision their peers are about to make, or if it's part of a larger theme or trend that people are discussing
- A compelling question is the most effective tool for generating online discussions, with discussion of business and technology challenges rating the second-most effective
- B2B technology purchasers agree that the top two areas in which the world is changing the most are 1) technology and the devices and tools we use and 2) the economy and financial pressures

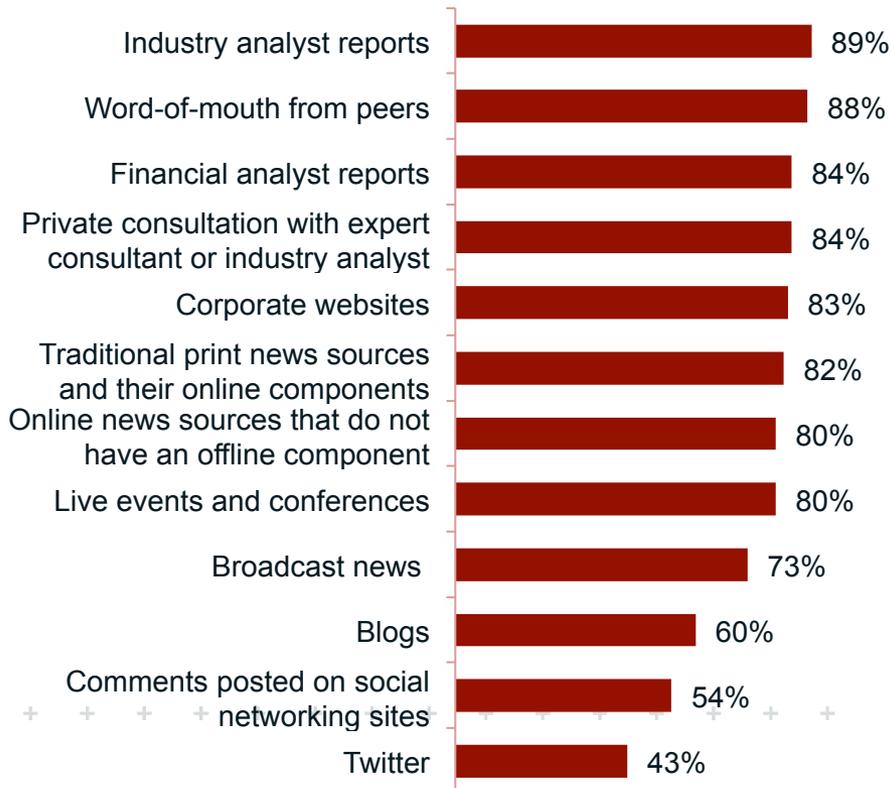


# Sources of Information for Vendor Selection

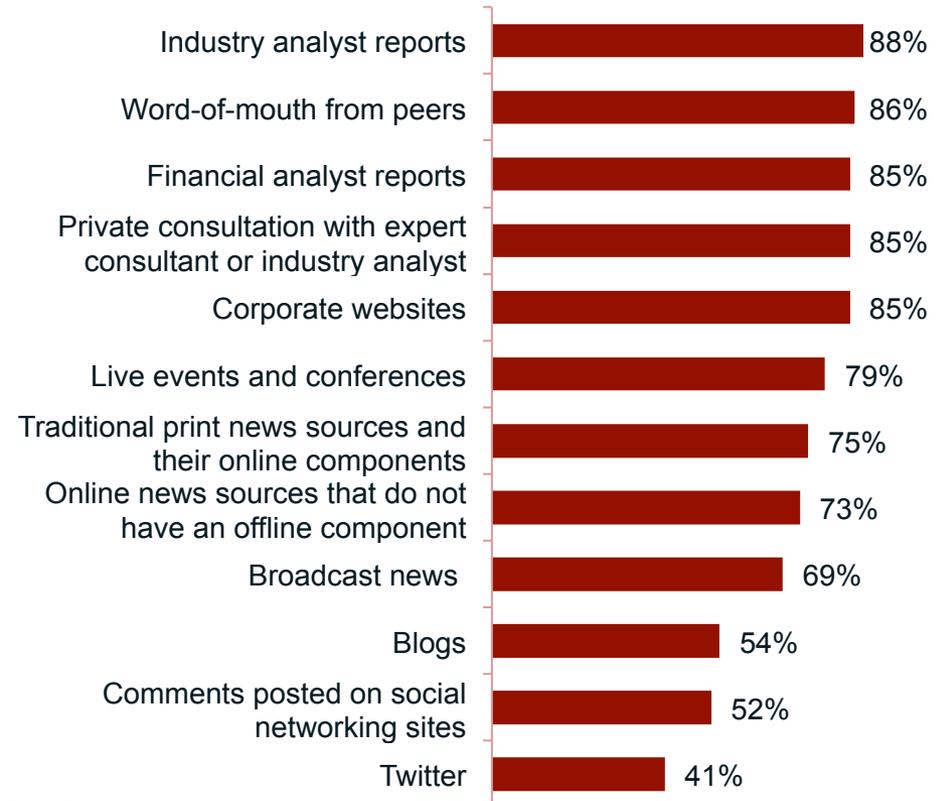
When considering a large business-to-business purchase, how **valuable** do you find the following sources of information in determining which vendors you will...

Percent reporting that source is valuable

...include in a request for proposal (RFP) or product pitch?



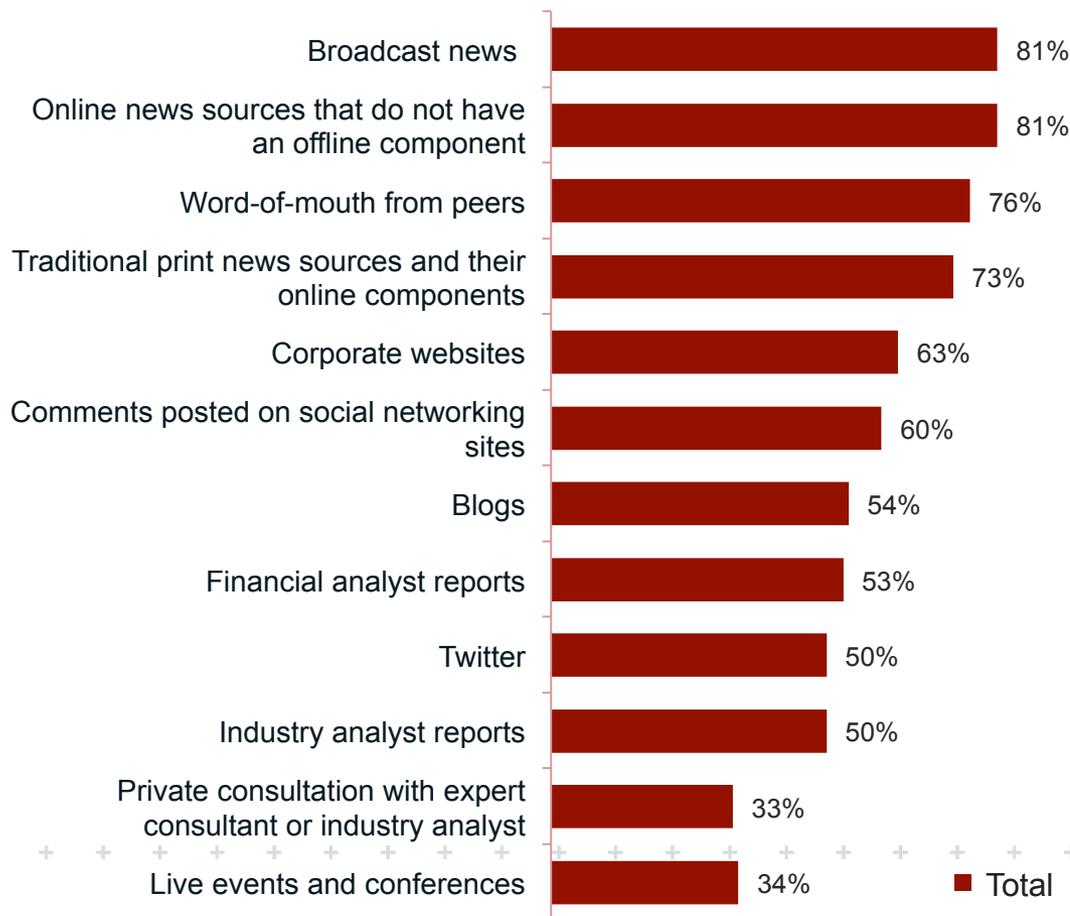
...ultimately select?



# Sources of Information: Frequency

How **frequently** do you access the following sources of information to stay educated on key issues and innovations in your sector?

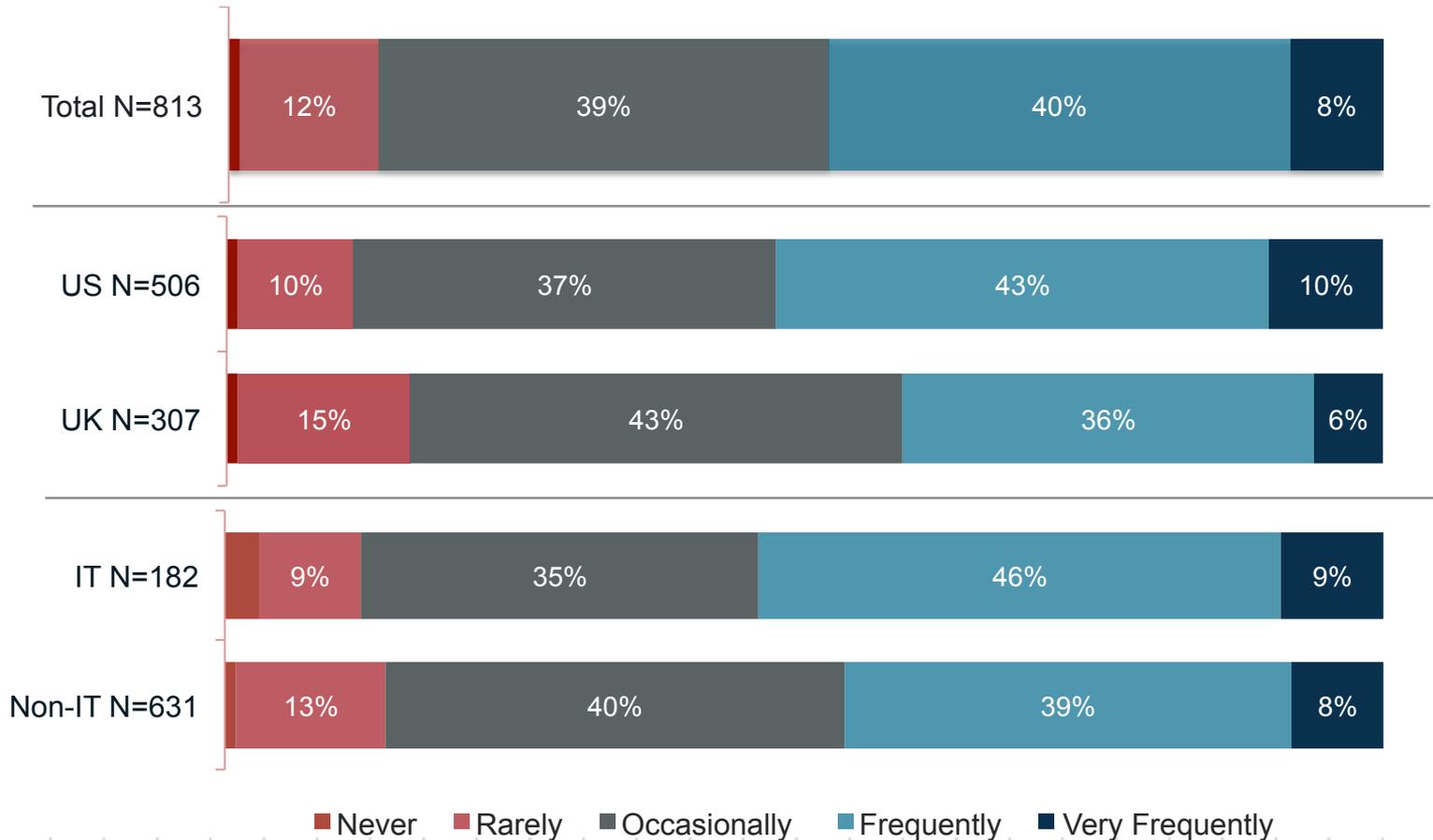
## Percent reporting a few times per week or more



- A majority of respondents access multiple sources of information a few times per week or more.
- More respondents access broadcast news (including online versions) and online news sources a few times per week or more than other sources.
- Among easily accessible options, fewer people use Twitter and blogs to stay educated on sector news.

# Word-of-Mouth: Impact on Decisions

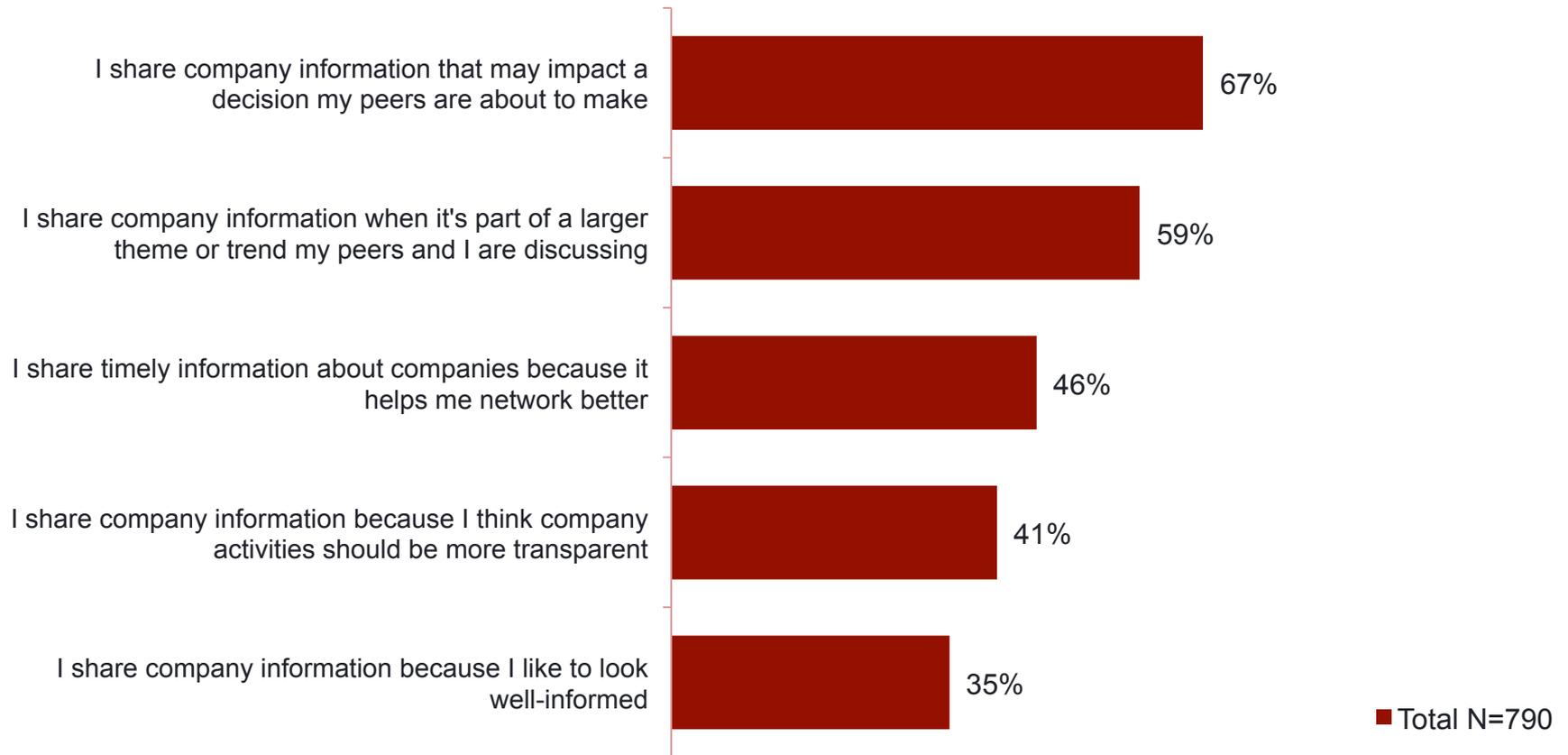
How often does word-of-mouth information from people like yourself affect **decisions** you make regarding your top business priorities?



Never Rarely Occasionally Frequently Very Frequently

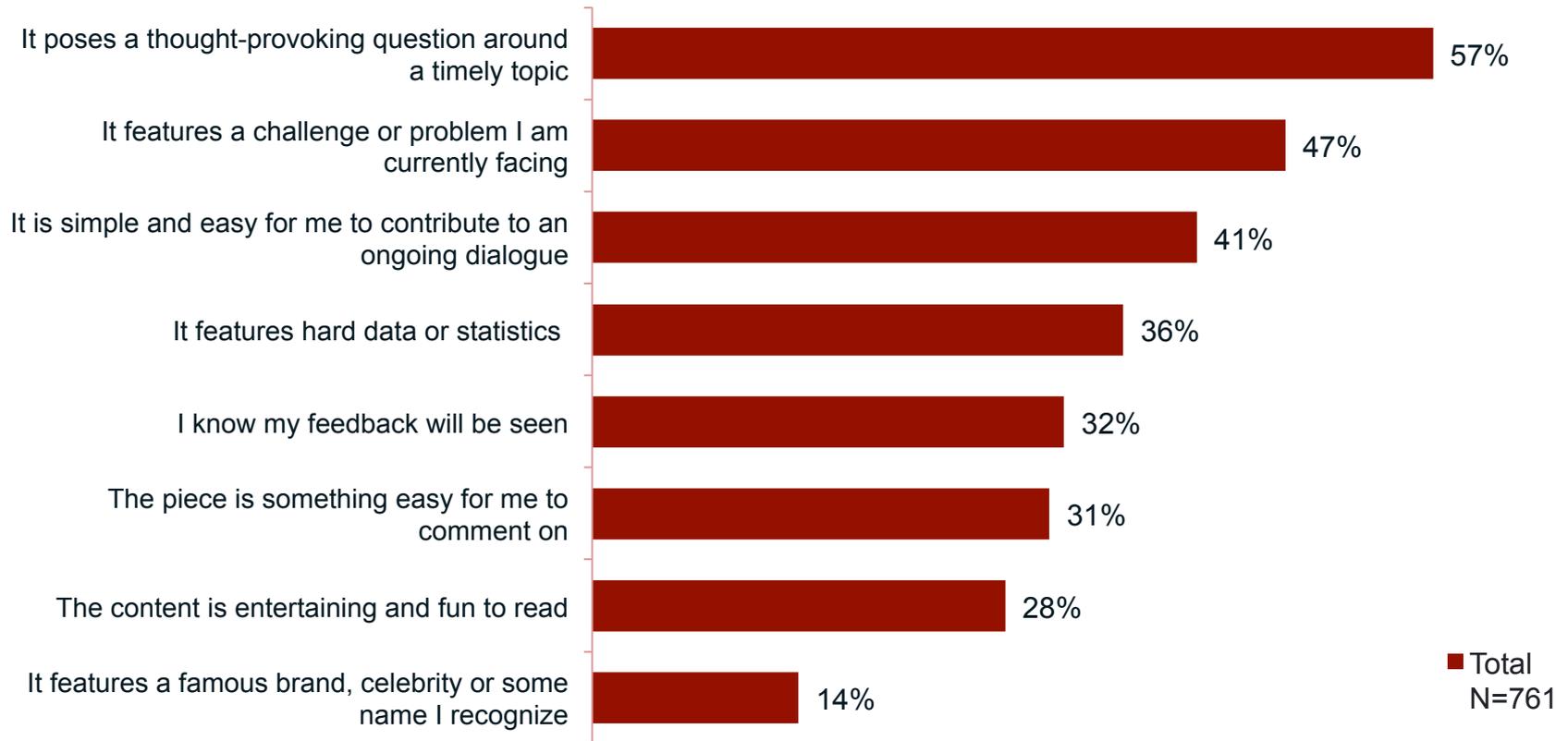
# Total: Reasons for Sharing News

Please indicate which of the following reasons best describe why you share news you hear about a company with your peers.



# Reasons for Commenting Online

*Which of the following reasons describe why you post replies, comments, or contribute your thoughts to news articles, stories or other pieces of content that you view?*





# For More Information, Contact:

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