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ECCOLO MEDIA RELEASES RESULTS OF B2B TECHNOLOGY COLLATERAL SURVEY

New Report Offers Best Practices to Influence Technology Purchasers

San Francisco, CA – November 12, 2008 – [Eccolo Media, Inc.](#), a marketing communications firm specializing in collateral and content development strategies for technology companies, has published results from its first-ever survey of B2B technology purchasers across the United States. The Eccolo Media 2008 B2B Collateral Survey Report presents detailed data on the types of collateral these purchasers use in the decision-making process, along with best practices that technology marketers can apply to increase influence. The report is available as a [free download](#) from the Eccolo Media website.

“We conducted this survey in order to understand how our clients could leverage content more effectively to drive technology purchases,” says Lorie Loe, president of Eccolo Media. “We wanted to understand how and when purchasers preferred to consume collateral, how influential it was on the purchase, and how it relates to the sales cycle.”

Eccolo Media conducted the survey in August of 2008. Participant titles included CIO, CTO, VP of IT, IT director, IT manager, operations manager, business strategist, and process manager. All worked for U.S.-based companies. All were responsible for either making B2B technology purchases or influencing decisions in the last six months.

The survey data reveals valuable information for marketers trying to reach these targets. For example, white papers should be considered the über-collateral in every technology marketer’s toolkit. They are both frequently consumed and

considered to be highly influential in the purchasing decision, with 86% of respondents finding them moderately to extremely influential. Product brochures and data sheets were the most frequently consumed collateral type of all, yet they were also most frequently ranked as the least influential. “We speculate that this relates to the general availability of product brochures,” says Loe. “Almost every technology company has a brochure or data sheet for its products. Technology purchasers may consider this type of collateral to be a ‘price of entry’—expected but not completely influential on its own.”

When it comes to how purchasers consume collateral, the majority of respondents skip downloading and printing in favor of viewing content on the desktop. And all collateral should be considered highly viral: two out of three respondents in the survey shared the collateral they consumed with at least one other person in their organization, and the majority much more often than that. “This is incredibly valuable information for marketers,” says Loe. “Collateral that isn’t optimized for online viewing may frustrate readers and turn them off.” Purchasers also indicate that they prefer their content to be on the briefer side, whether in terms of number of document pages or number of minutes for audio and video collateral.

One of the most eye-opening survey results was respondents’ marked preference for consuming collateral and content in the pre-sales phase of the sales cycle. Fifty-four percent of all collateral is used for the first time in this phase; first-time use rapidly declines once contact with the organization is made. Loe says that this is critical information for technology marketers. “Purchasers interact with your content before they interact with you. Make sure they can find it in a format they prefer, and recognize that it’s probably their first exposure to your brand.”

Finally, the report recommends planning content and collateral proactively, with the same consideration you would bring to any business strategy. Marketing

organizations that constantly operate in a reflexive mode will spend unnecessary time and money developing content. "Collateral doesn't have to be a cost center," says Loe. "Well-planned content strategies amortize costs by taking best advantage of existing resources and allowing you to leverage content across multiple formats. That alone can help justify and stretch your budget."

The entire Eccolo Media 2008 B2B Collateral Survey Report is available online at <http://eccolomedia.com/form.php>.

About Eccolo Media, Inc.

Eccolo Media, Inc. is a marketing communications agency that specializes in content strategy and collateral development for technology companies, offering industry leadership in understanding and creating content that leverages Web 2.0 user behaviors. Founded in 1999, the company is headquartered in San Francisco, California. To learn more about Eccolo Media, please visit www.eccolomedia.com.

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