

MEDTECH

Meeting the Demand for Innovation

The MedTech industry is characterized by rapid innovation and stringent regulatory environments. Marketing in this sector needs to showcase both the technological prowess and compliance of products.

Why Marketing Matters

In today's dynamic business landscape, **marketing plays a crucial role in driving growth and maintaining a competitive advantage.**

This infographic outlines key insights into buyer behavior in the MedTech sector, providing data-driven arguments to help you convince stakeholders of the critical **importance of marketing.**

As purchasing behaviors and processes evolve, it's imperative to allocate resources effectively to ensure your brand remains top-of-mind.

Comprehensive Communications

Similar to life sciences, **MedTech decision making often involves committees**, including procurement and clinical staff. Marketing materials must be tailored to address the specific concerns of each group.



MedTech decision making often involves committees

Real Results

When evaluating vendors, MedTech buyers prioritize **"proven success with other healthcare customers,"** making case studies and testimonials critical components of the marketing mix.



Proven success with other healthcare customers

Focus on In-Person Engagement

Despite the rise of digital tools, **64% of MedTech buyers still prefer in-person meetings** for their complex purchasing needs, indicating a continued need for traditional sales and marketing strategies.



64% of MedTech buyers still prefer in-person meetings

Recommendation

Develop **in-depth case studies** that showcase successful implementations and ensure that **marketing efforts are aligned with in-person and digital engagement strategies** to cater to the diverse preferences of MedTech buyers.



A Strategic Investment

The data clearly shows that marketing is not just a function of sales, but a **strategic investment that influences every stage of the buyer's journey.**

Investing in marketing is investing in growth.

Let's work together to create a marketing strategy that resonates with your audience and delivers measurable results. Schedule a meeting with our D2 Creative team to discuss how we can tailor these insights to your specific needs and develop a marketing strategy that aligns with your business objectives.

By aligning marketing efforts with the specific behaviors and preferences of your target audience, you can drive better business outcomes and secure a competitive advantage.

LIFE SCIENCES

Navigating Complex Buyer Behavior

The life sciences sector, particularly in B2B marketing, faces a highly regulated and intricate purchasing environment. Reaching this sector demands that companies understand their audiences.

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This infographic outlines key insights into buyer behavior in the life sciences sector, providing data-driven arguments to help you convince stakeholders of the critical **importance of marketing.**

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Complex Decision-Making

60-70% of organizations reported that **5 or more people are involved in purchasing decisions**, with over 25% indicating that 10 or more stakeholders contribute to the decision-making process. This multi-faceted approach requires a marketing strategy that addresses the concerns of various stakeholders—from clinicians to finance professionals.



people are involved in purchasing decisions

Extended Sales Cycles

With 50% of healthcare B2B buyers experiencing **buying cycles exceeding 19 months**, marketing must be sustained and consistent to nurture leads throughout this extended period.



of healthcare B2B buyers experiencing buying cycles exceeding 19 months

Content Preferences

Buyers are increasingly favoring vendor-provided content like product demos, case studies, and white papers. B2B healthcare buyers are **1.8 times more likely to complete a deal** when digital tools are used in conjunction with sales reps, emphasizing the need for high-quality, engaging content.



more likely to complete a deal when digital tools are used

Recommendation

Invest in **targeted content marketing and digital tools** that can support a long sales cycle while **addressing the specific needs of each decision-maker** within the buying group.



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TECHNOLOGY

Staying Ahead in a Rapidly Evolving Market

In the technology sector, both B2B and B2C buyers demand cutting-edge solutions. The pace of change necessitates an agile marketing strategy.

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This infographic outlines key insights into buyer behavior in the Technology sector, providing data-driven arguments to help you convince stakeholders of the critical **importance of marketing.**

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Buyer Autonomy

78% of B2B technology buyers define their requirements before contacting vendors, with **the first vendor contacted winning the business 84% of the time.** This highlights the importance of early engagement through marketing.



The first vendor contacted winning the business 84% of the time

Preference for Digital Research

Tech buyers are highly informed, often completing extensive online research before initiating contact. High-quality content and SEO-optimized digital presence are key to capturing these leads early in their journey.



Tech buyers are highly informed

Customer Trust

In B2C, **trust is a critical factor.** Customers rely heavily on peer reviews and case studies to make informed decisions, underscoring the need for social proof and user-generated content.



Trust is a critical factor

Recommendation

Prioritize digital marketing strategies, such as SEO and content marketing, to **ensure your brand is visible at the earliest stages of the buyer's journey.** Additionally, **leverage customer testimonials and reviews** to build trust and credibility.



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