

Get the attention of tech buyers as they **begin searching for a solution**



5 ways to ensure that your snackable marketing content hits the mark

Early in their search process, tech buyers look for snackable content that conveys relevant information, is easily shared across social platforms and is optimized for mobile viewing.¹ Here are five tips to help you create snackable assets that engage buyers.



1 Know your buyers and their preferences

Identify pain points and preferences to gain insights into tech buyers' motivation, and target your content to address their needs and interests.



2 Focus on simplicity and brevity

Snackable content delivers valuable information quickly, without overwhelming buyers. Offer bite-sized, easy-to-consume topics and information.



3 Make it visually appealing

Striking images, interactive content, captivating videos and eye-catching infographics convey messages quickly and effectively.



4 Prioritize for the mobile experience

Buyers use their smartphones for everything from browsing the web to scrolling on social media, so make content mobile-friendly to maximize engagement and sharing.



5 Try a variety of content types

Experiment with various formats; microblogs, 30-second videos, infographics and social media carousels cater to diverse buyers and keep content fresh and engaging.

¹ Kelly Lindenau, "Navigating The Attention Economy Via Snack-able and Shareable Content," *DemandGen Report*, 2024

Ready to jump-start your
next **marketing campaign?**

Connect with us to learn how to get the attention of tech buyers with snackable content that guides them to a successful purchasing decision.