

# In Search Of

# IT BUYERS



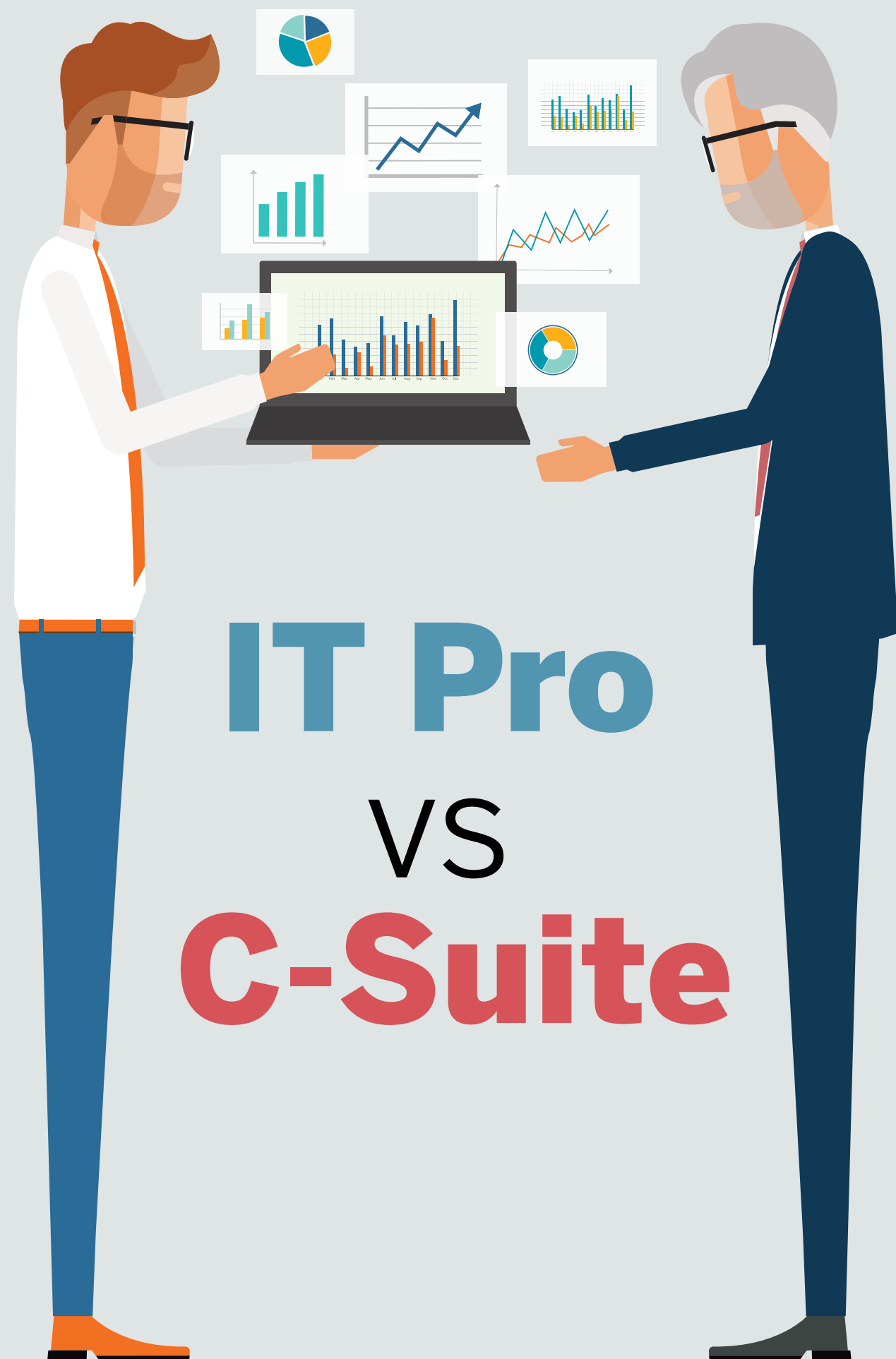
CTO. CIO. Sysadmin. IT Director. They go by many names—but, for the tech marketer, IT buyers are the #1 target audience.

FOLLOW THE MONEY...

IT buyers control and influence

**\$2.5 trillion**

in IT budgets

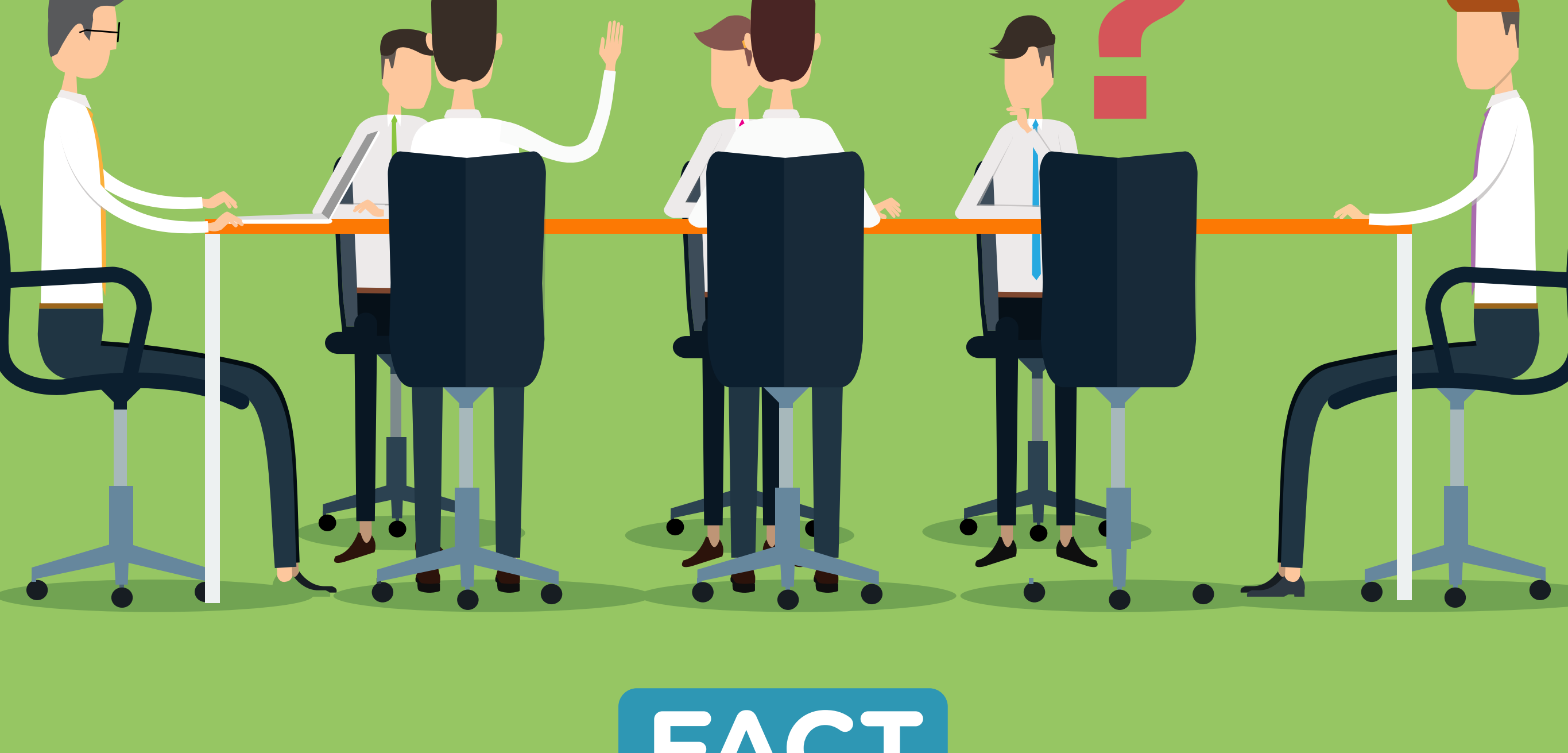


## IT Pro VS C-Suite

Many marketers focus heavily on **C-Suite** decision makers and overlook **IT Pros**.

### MYTH

IT Pros only implement solutions; they don't have a seat at the decision-making table.



### FACT

**100%** of IT Pros are involved in the decision-making process to some degree. C-Suite executives set business objectives while IT Pros vet vendors.

### MYTH

C-Suite executives are the only ones looking at marketing materials.



### FACT

C-Suite executives pass marketing materials to IT Pros for evaluation as they monitor tech trends.

### MYTH

IT Pros don't have the power to say "no" to the C-Suite.

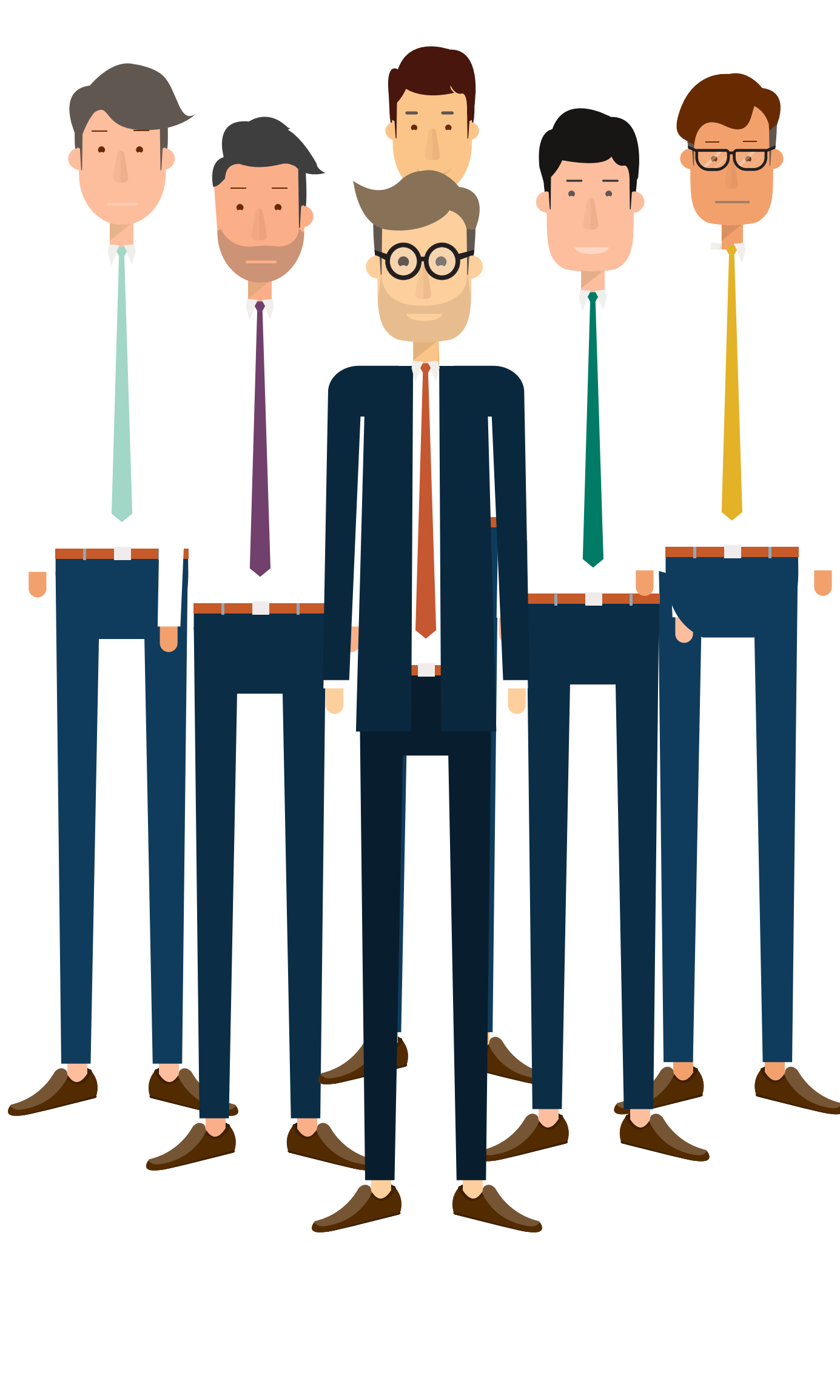


### FACT

While they may not sign the check, IT Pros often shape purchasing discussions around solution deployment and maintenance.

### MYTH

Talking to the Head of IT is enough.



### FACT

Look beyond job titles! More than 60% of IT Pros are IT Managers and Network Admins that influence decisions.

### MYTH

IT Pros are easily persuaded to switch vendors.



### FACT

IT Pros look to trusted partners to resolve pain points and a vendor's reputation influences brand loyalty.

When working with our technology clients, we tailor campaigns to address both the C-Suite heavy hitters and the IT Pro workhorses.

Learn more: [martinoflynn.com/it-telecom](http://martinoflynn.com/it-telecom)

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