

The Modern IT Buyer’s Research Journey

As the IT landscape continues to change, so do tech buyers. That’s why it’s critical for companies to have a clear understanding of how their buyers conduct industry research, gather information about vendors and engage with content.

In this infographic we look at findings from Informa TechTarget’s *2022-2023 Media Consumption and Vendor Engagement Study*. You’ll explore what the IT buyer’s journey looks like today and what content buyers want at different stages of their journey to help you build out a content library that provides value to your buyers and gives you a competitive advantage

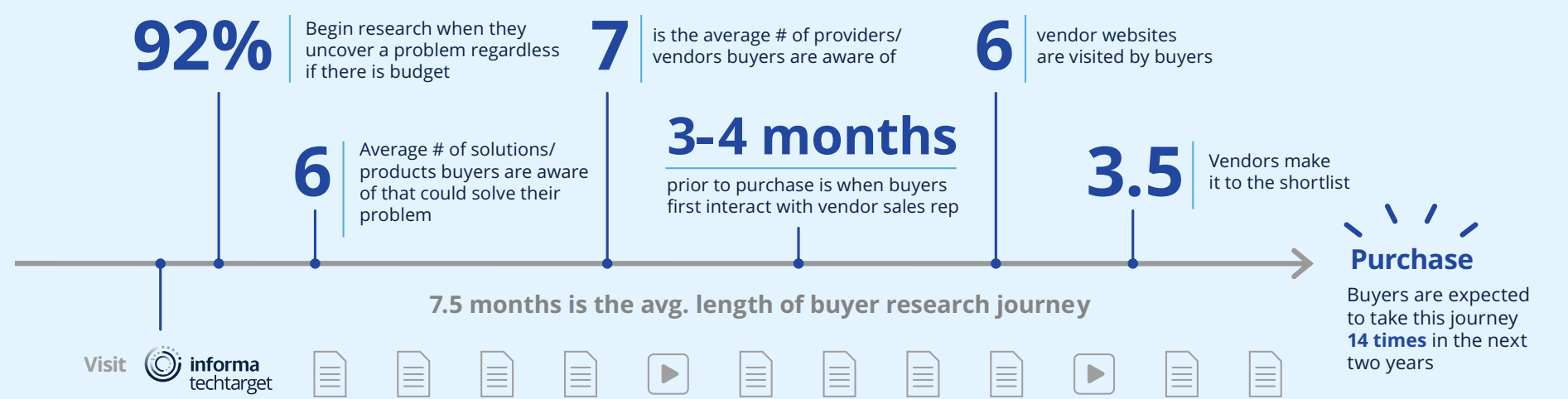
The post-COVID tech buyer’s research journey

We’re all familiar with how B2B organizations, including our own, have become digitally driven, from internal processes to external collaboration. The same is true for the IT buyer’s research journey. On average, an IT buyer consumes 12 pieces of content when researching a purchase—and this process usually occurs over 7.5 months.



Pro Tip

Tech buyers don’t interact with a sales rep until 3-4 months prior to a purchase. During their research journey, buyers are online, spending 6 hours a week researching across 5+ channels of information. Effective content marketing teams should build an omni-channel presence to reach buyers in the channels they already rely on.



Buyers’ evolving content needs

As tech buyers move through their research journey, the types of content they consume and the information they need shifts. This certainly isn’t new to any B2B tech marketer, but what has evolved is the specifics around what content makes up an effective library. For example, **buyers now rely on webinars more throughout their journey—up 22% from last year**. Today’s successful vendors will have a webinar program that addresses the needs of early-stage buyers, perhaps including use cases.



Pro Tip

Use the table below to evaluate both the content types you leverage, as well as the topics your content currently covers. If you haven’t already, map out what content is for early-stage buyers and what is for late-stage buyers. Where are there gaps in your content addressing both early and late-stage buyer needs? Then use these insights to shape your content engine.

Early-stage content types

- Independent tech advice
- Product spec sheets
- White papers
- Webinars

Early-stage content needs

- Complete overview of features and benefits
- Use cases/case studies
- Technology requirements and considerations

Late-stage content types

- Expert vendor assessments/reviews
- Expert technical advice
- Product spec sheets
- Case studies

Late-stage content needs

- Deployment requirements and plans
- Pricing of product or offering (ROI/TCO)
- Technology requirements and considerations

Today’s IT buyers rely on a digital-first approach in their research journey and they need content that meets their specific questions and needs as they move through this journey. To create a competitive advantage, B2B tech organizations should diversify the channels they use to reach buyers and build a robust content library featuring a range of content formats and topics.

For more insights from *2022-2023 Media Consumption and Vendor Engagement Study* or to hear how Informa TechTarget can help you better identify, target and engage buying teams, [connect with an expert today](#).