

Sales Cycle: What Content Goes Where?

In our latest survey, we ask technology buyers, from engineers to the c-suite, what content they find most helpful in each of **the four phases of the sales cycle:**

- 1** **PRE-SALES**
Unaware of problem
- 2** **INITIAL SALES**
Understanding the problem
- 3** **MID-SALES**
Identifying solutions, consider vendors
- 4** **FINAL SALES**
Finalizing vendor, purchasing solution

Blogs and Newsletters Present the Problem

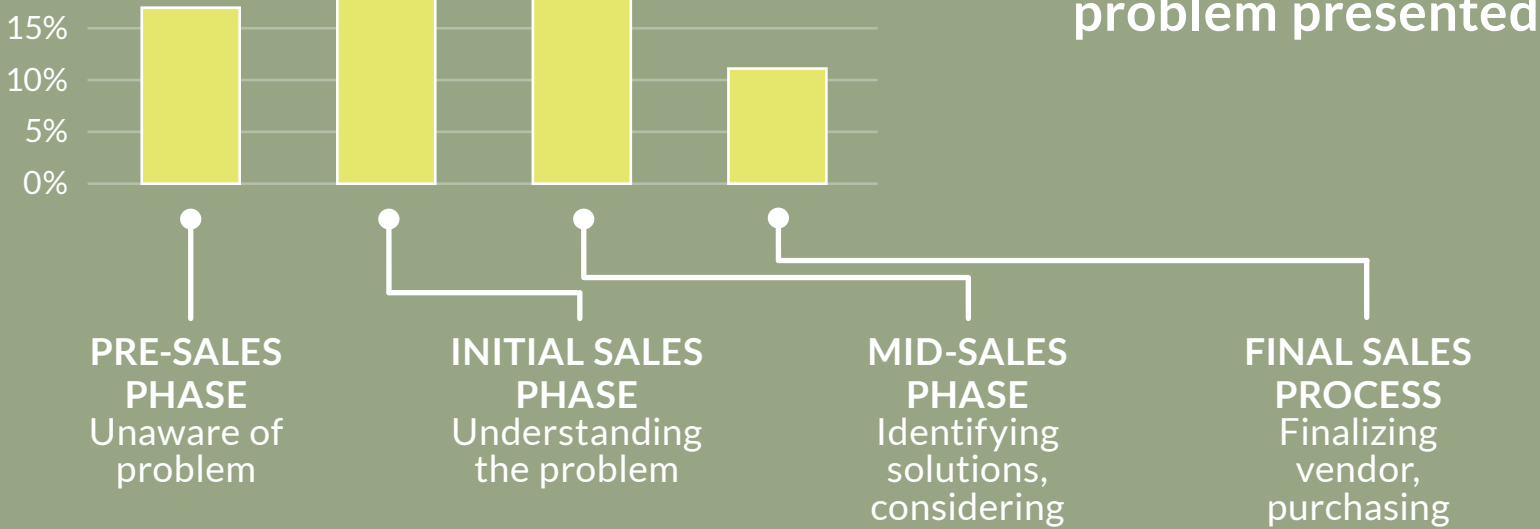
Visual, short, and provocative...

our survey respondents found blogs and e-newsletters most helpful in the early part of the sales cycle.



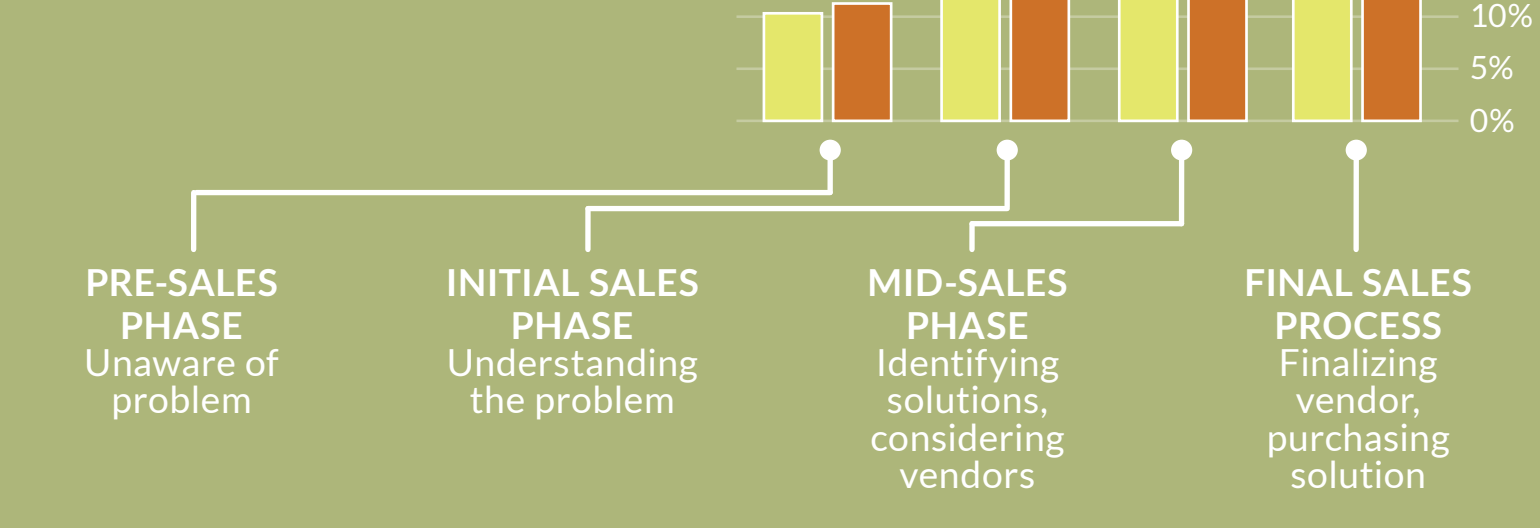
Next...White Papers Explain It

White papers help buyers understand the problem presented



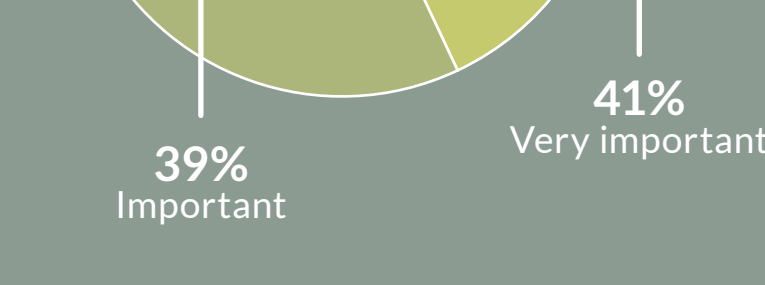
Finally, Videos and Detailed Tech Guides Offer the Solution

They are particularly effective after buyers understand the problem and are now looking for solutions and vendors.

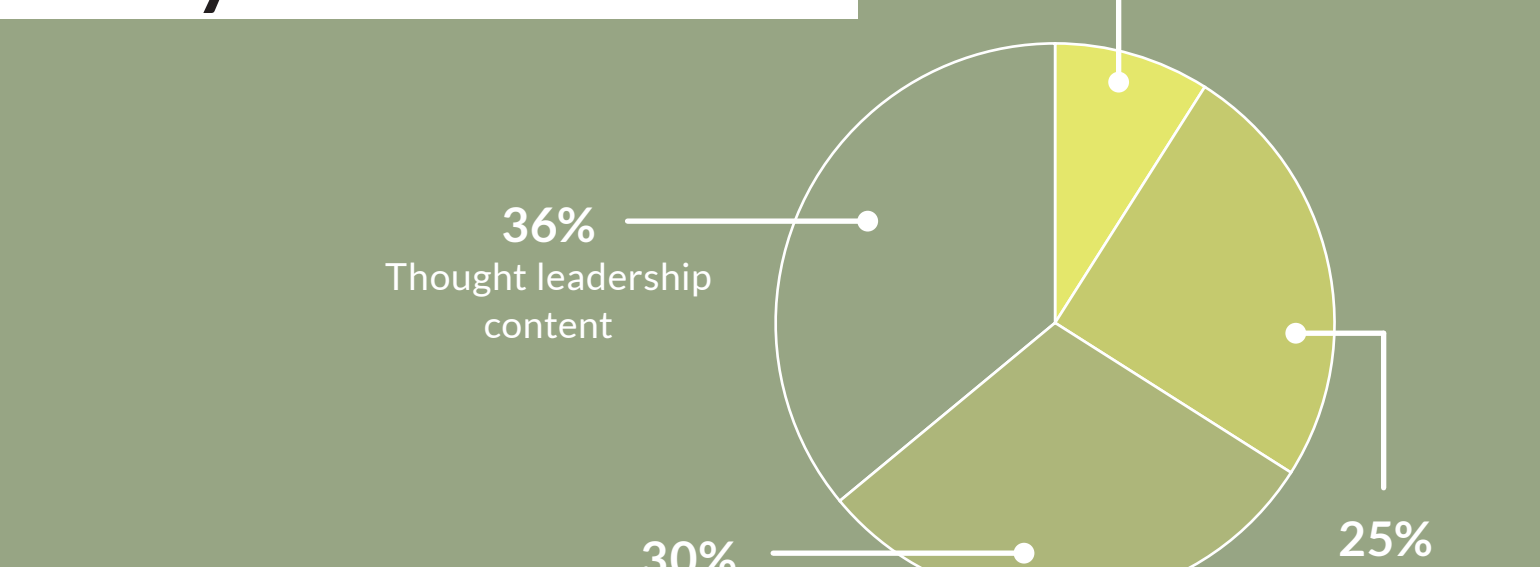


The Work Doesn't End Once a Purchase Is Made

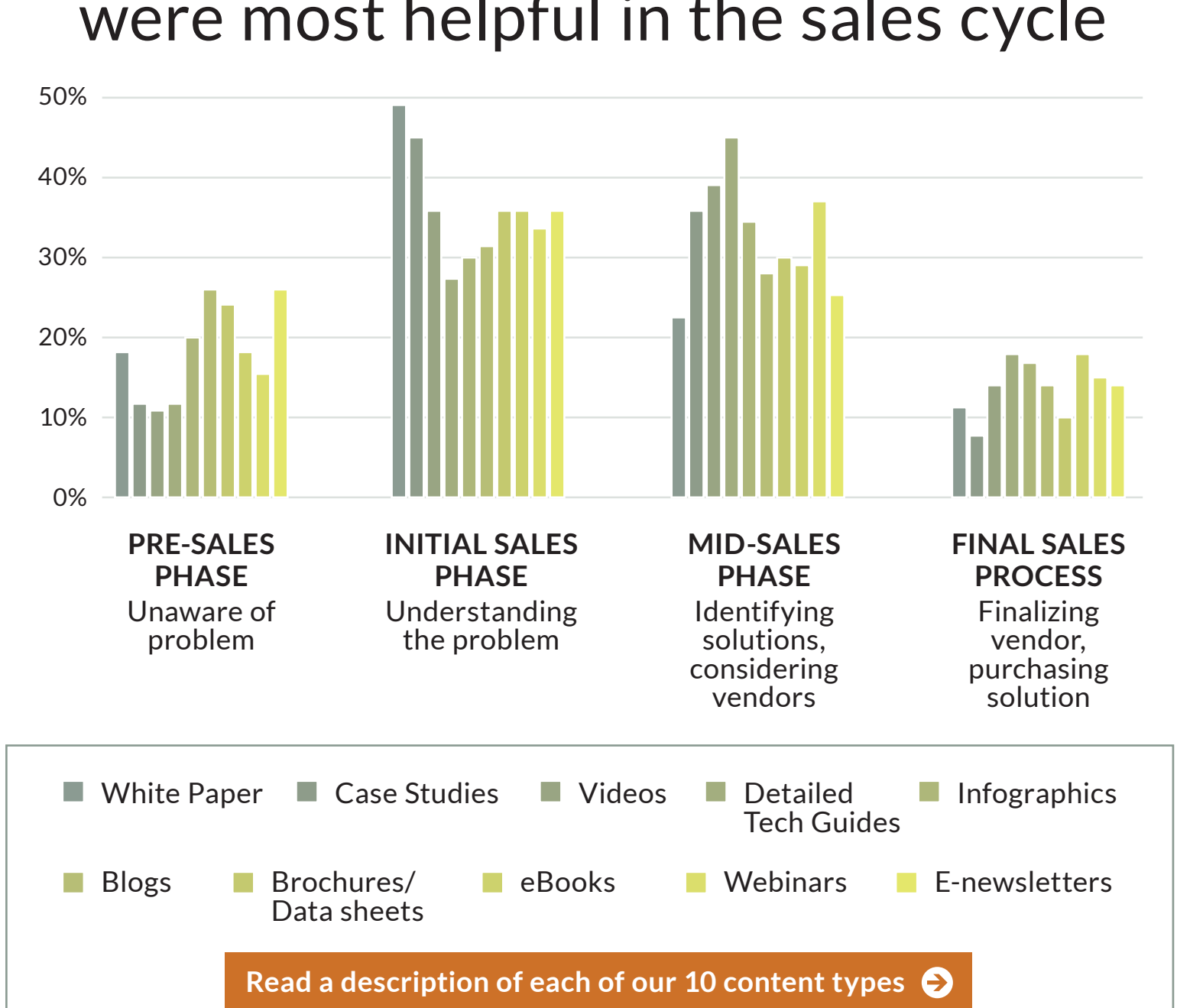
Eighty percent of survey respondents said it was important or very important to receive ongoing content after they have made a purchase.



After a Purchase, Respondents Are Most Likely to Consume...



In all, survey respondents pinpointed where 10 different content types were most helpful in the sales cycle



[Read a description of each of our 10 content types](#)

ABOUT OUR SURVEY: Our 100-plus respondents were responsible for influencing or making technology buying decisions in the six months prior to the survey. Thirty-three percent were influencers; 67 percent were decision makers. They ranged in age from 20 to 60-plus and included C-level executives (24%), mid-market companies (23%), directors (22%), vice presidents (10%), and small businesses (29%). [Read More About Our Survey](#)

ABOUT ECCOLO MEDIA: Content in the digital age is changing as quickly as the underlying technology. New form factors, different distribution channels, shorter attention spans, the rise of owned media and native advertising...at Eccolo, we're obsessed with what comes next. Founded in 2007 and headquartered in San Francisco, we focus on content strategy, planning, and creation for large technology enterprises. We understand that the key to producing great content is to engage the best editors, writers, producers, videographers, and graphic artists. It's not an easy combination to find, but we've spent years identifying and nurturing the best creators of the creative class.