



# SMB Game Plan Decoded for Technology Marketers



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Selling to Small and Medium Business (SMB) is a different ball game for technology marketers. Often, the buying decision in an SMB is not entirely on the shoulders of a CIO/CTO, if there is one. Here, the decisions are influenced by a number of people within the organization. They could be owners, IT executives, IT heads, or may be entire team. Therefore, for a marketer, it is important to identify the entire chain of influencers and target them all, to effectively sell B2B technology products and services.



## SMB SEGMENT OVERVIEW

According to TechTarget, a business with 100 or fewer employees is generally considered small, while one with 100-999 employees is considered to be medium-sized. This segment can be further divided into:



### Home office

As the name suggests, it is an office set up in a home environment, with 1-10 employees. Such office set ups are also known as Small Office Home Office (SOHO).

### Small businesses

The next in line are the small businesses. These are businesses that have an employee base of 250, but not less than 10. Small businesses are likely to have a dedicated IT professional. Usually, this person does everything—backups, databases, annual maintenance contracts, updates etc.



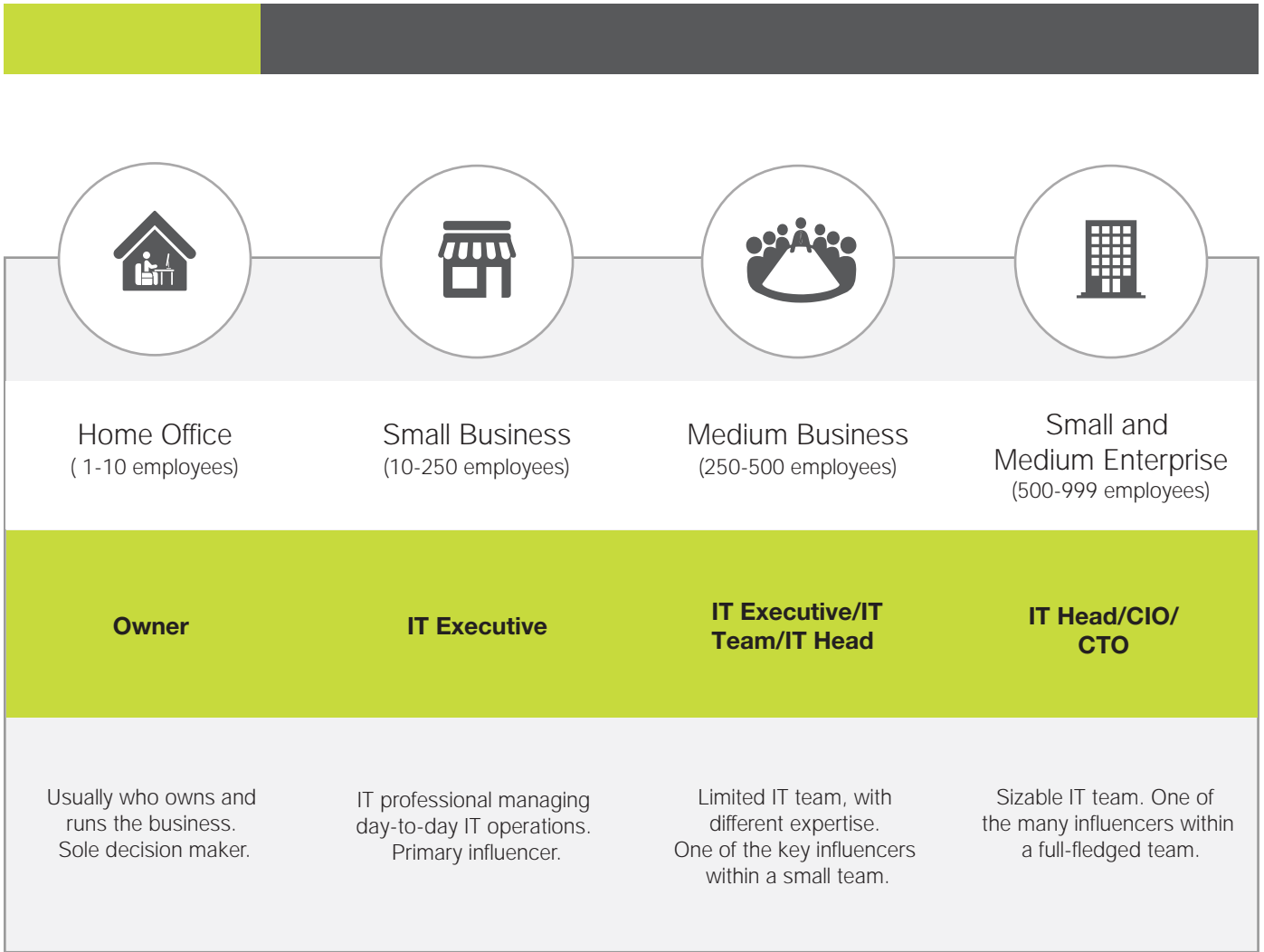
### Medium-sized businesses

Organizations that employ 250 to 500 people usually fall in the category of mid-size businesses. Such organizations have a small IT team, with an IT head in some cases. Here, each team member performs a specific task, or is an expert in a particular domain.

### Small and medium enterprises

The biggie of the SMB market is Small and Medium Enterprise (SME). These are businesses that have employees over 500, but below 1000, with a sizable IT team and a IT head. This is because the IT needs of such businesses are much bigger, with considerable IT budget.





## HOW TO MARKET TO SMB: 6-STEP SMB TARGETING STRATEGY

The success of a marketing campaign depends on deep understanding of the SMB segment— behavior, decision making process, and pain points. These valuable insights help marketers to devise a robust strategy.

Below are some important tips on targeting the SMBs.



### Choose the right list

It all begins here. Having the right technology database is the first step to find targeted contacts. Source these lists from an agency that has expertise in building such databases, instead of collating it in-house. This helps save resources and does not require list-building infrastructure. Additionally, marketers benefit from analytics and add-on services with the data.

### Target the decision-making chain

For any marketer targeting the SMB market, it is important to understand that the concept of a CIO or CTO rarely exists. It is always more than one person who is influencing buying decisions. This is likely to include an IT executive down the chain, taking care of day-to-day IT operations. Target the entire chain of IT team or influencers for a positive outcome.





## Keep it simple

Offer products and services that are easy-to-use and require minimal resources for support in the long-term. This is because SMB as a segment has limited means to take care of complicated procedures.

## Pick the right mix of channels

Marketers may go berserk with all available channels to target every SMB. However, this may not be the right approach. Choose right mix of channels to target different segments in the SMB market.

Some of the channels that can be used includes:

- » Email marketing
- » Social Media
- » Direct mail
- » Mobile marketing
- » Webinar



## Minimal risk

Offering free trial before buying or money back guarantee, or even a discount are some of the most popular tactics that can be employed to target SMBs. Using them can help close deals quicker.

## Value for money

It is a known fact that SMB is a price-sensitive segment, with tight budgets. As a marketer, offering a clear ROI analysis is likely to help give an edge.



As one of the fastest growing segment, SMB is a sea of opportunities for marketers , and it requires a targeted and focused approach. Equip yourself with proper set of tools and knowledge and dive into it.

Want targeted technology list?

Contact **Span Global Services** and increase your marketing ROI by leaps and bounds.

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