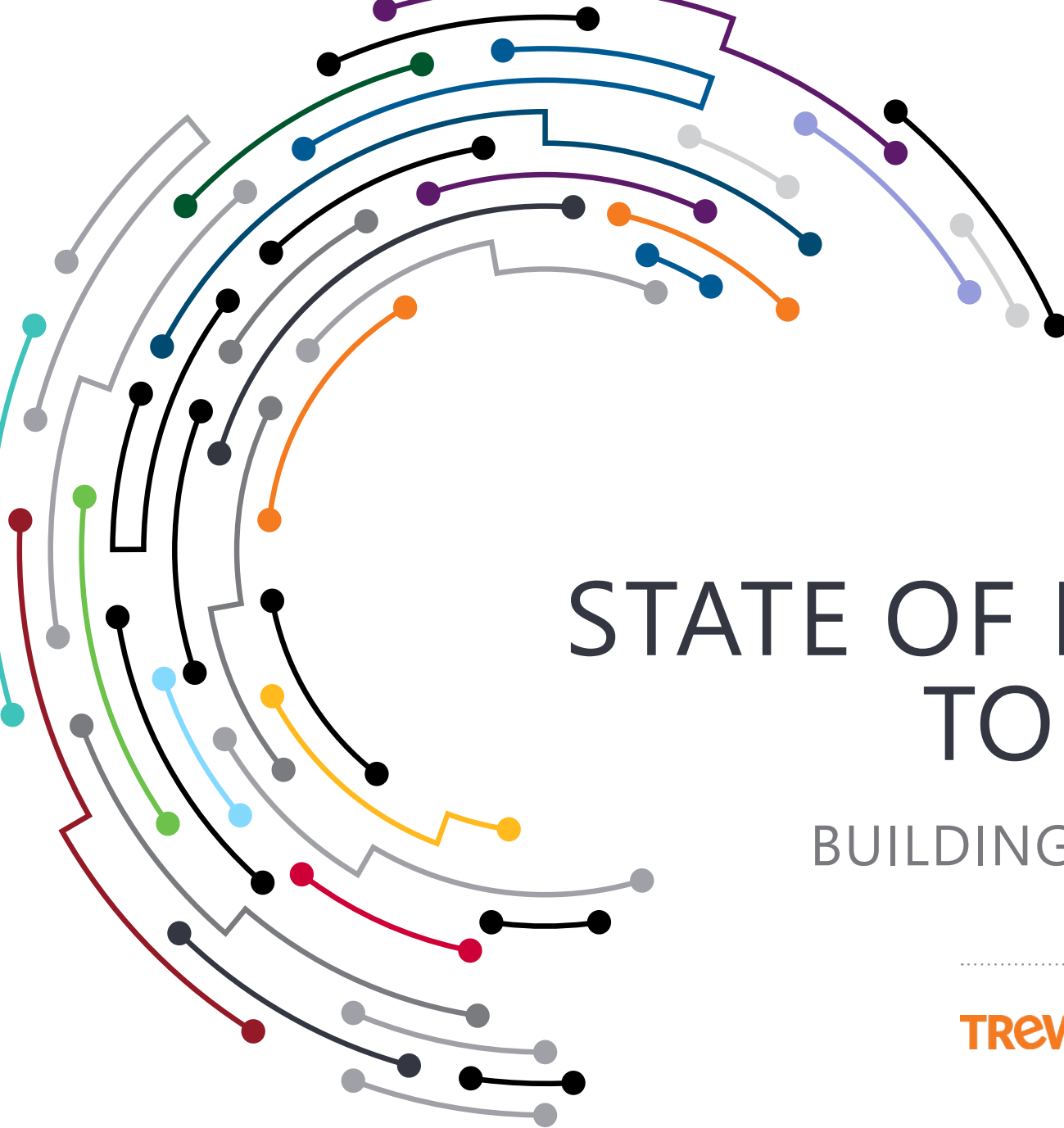




# 2025 STATE OF MARKETING TO ENGINEERS

BUILDING TRUST IN THE AI ERA

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**TReW**MARKETING

**GlobalSpec**

*in collaboration with:*



# Navigating the New Frontier of Technical Marketing

*Perspective from Wendy Covey*

*CEO & Co-Founder, TREW Marketing*



In the evolving world of marketing to technical audiences, one truth remains constant: technical buyers look for information they can trust. Over the past decade, we've witnessed a remarkable transformation in how engineers and technical buyers research, evaluate, and make decisions. What once depended heavily on relationships and in-person sales meetings has shifted to online research, peer reviews, and increasingly, tools that promise to harness the power of artificial intelligence. Yet, even in this digital era, one thing is clear—trust and credibility are the cornerstones of success.

At TREW Marketing, we are in a unique position to understand these dynamics. Every day, we work alongside technical companies to bridge the gap between intricate technologies and the audiences they serve. My passion for this work stems from a lifelong appreciation for engineers—their pragmatic problem-solving mindset, their commitment to precision, and their relentless pursuit of innovation. These qualities define how engineers approach their roles as buyers, and they demand that we, as marketers, adapt and evolve our strategies to meet their needs.

Today, we stand at a pivotal moment. The rise of generative AI platforms, new tools, and shifting content channels challenge us to rethink long-standing marketing playbooks while still keeping the cautious technical buyer ever in the forefront of our strategy. In preparing this research, my team and I sought to answer one essential question: What do engineers and technical buyers truly value in today's complex buying environment? Through this lens, we've explored the tools they use, the content they trust, and the

behaviors shaping their decisions. What we found in the report to follow highlights the intersection of modern marketing tactics and traditional engineering values.

As you dive into this report, I encourage you to reflect on the trends and challenges ahead. How can your brand stand out in a sea of sameness? How can you use emerging tools like AI while maintaining the integrity and authenticity that technical buyers demand? Most importantly, how can you build trust in a world where trust is often elusive? The answers lie not in chasing trends but in creating marketing strategies that are purposeful, data-driven, and focused on delivering real value.

This research is more than a snapshot of current buyer behavior; it is a roadmap for marketers who seek to connect with engineers on their terms. It's for those who understand that marketing to technical audiences is as much about the precision of your messaging as it is about the performance of your product.

The future of technical marketing is both exciting and uncertain. But one thing is true: those who take the time to listen, learn, and adapt will lead the way.

*Let's do this.*

*Wendy Covey*

# Where Engineers Turn for Trusted Information

*Insights from Kerry Coppinger*

*Marketing Director, GlobalSpec*



In technical marketing, credibility isn't just important—it's everything. Engineers and technical buyers make decisions based on facts, not fluff. They seek out sources they trust, prefer content that speaks directly to their challenges, and rely on third-party validation to ensure they're making the right choices. At GlobalSpec, we've spent years studying where engineers go for information, what content they engage with, and how marketers can earn their attention in a competitive landscape.

This year's *State of Marketing to Engineers* report reinforces what we see every day: engineers value content from independent sources. In fact, 66% of technical buyers say product reviews are most valuable when published by an independent source, and 73% routinely turn to vendor websites and online technical publications to inform their decisions. They also subscribe to content that helps them stay informed—91% receive newsletters, and 75% are receptive to newsletters that include sponsored content when it's relevant to their work.

For marketers, this means that simply putting content out into the world isn't enough. You need to meet engineers where they already seek information—through trusted industry sites, targeted newsletters, and technical directories that provide real value. The companies that establish themselves as credible resources, rather than just vendors, are the ones that stand out. Engineers aren't looking for a hard sell; they're looking for expertise, insight, and solutions that directly apply to their work. When evaluating a company's technical credibility, engineers rank industry expertise as the most important factor. This underscores the need for marketers to showcase their knowledge through thought leadership, detailed product information, and third-party validation.

Newsletters remain an important channel, with 91% of technical buyers subscribing to stay informed on trends and technologies. And while ads alone may not drive action, 75% of engineers are open to newsletters that include sponsored content, highlighting an opportunity for marketers to provide relevant information within trusted sources. The key is ensuring that content is high-quality and aligned with what engineers need, rather than simply promoting a product. As you read through this report, think about how your content strategy aligns with the way engineers actually consume information. Are you leveraging independent platforms to reinforce credibility? Are you using newsletters to stay in front of potential buyers? Are you creating content that truly helps engineers solve problems, rather than just promoting your products?

At GlobalSpec, we know that trust is built over time—through consistency, expertise, and being present in the places where engineers are already looking. We hope this report provides the insights you need to refine your approach and strengthen your connection with the engineers and technical buyers who matter most to your business.

*Here's to creating content that engineers trust.*

*Kerry Coppinger*



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  - ▶ **Brand**
- About the Survey Respondents
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# INTRODUCTION

Welcome to the 2025 State of Marketing to Engineers Report. This marks the eighth consecutive year GlobalSpec and TREW Marketing have partnered to uncover how engineers and technical buyers research, evaluate, and make purchasing decisions in an ever-changing landscape. This year we also collaborated with electronics industry publisher Elektor in order to expand our audience reach and deliver a deeper European perspective to the study.

Our survey blends consistent topics we revisit yearly to monitor key trends with fresh questions designed to explore emerging behaviors. This year's research dives into trust in generative AI platforms, the ongoing evolution of content preferences, and the role of video and independent sources in purchasing decisions.

Additionally, we take a closer look at how technical buyers are leveraging interactive tools, engaging with newsletters, and balancing in-person events with online research. Whether you're adapting to AI-driven search trends or refining your content strategy for technical audiences, the insights in this report will help you stand out, drive meaningful engagement, and build trust in 2025 and beyond.

## The State of Marketing to Engineers Report is designed to:

**Help you better understand** the information needs of technical buyers

**Provide critical insights** to guide your marketing plans

**Educate and forge alignment** with your leadership and sales organizations



# INDUSTRY PERSPECTIVES



**Udo Bormann**

*Senior Marketing Manager  
Elektor*

Technical publications remain a primary resource for engineers worldwide, consistently ranking among the most valued platforms for reliable insights across regions. These publications bridge the gap between innovation and practical application, providing expert perspectives, in-depth analyses, and the latest industry trends. With comprehensive evaluations of emerging technologies, they empower engineers to make informed purchasing decisions, ensuring they stay ahead in an evolving landscape.



**Paul Roetzer**

*Founder & CEO  
Marketing AI Institute and SmarterX*

We'll see in this report that most technical buyers approach generative AI with caution. To succeed, marketers must use AI not to replace trust, but to build it. AI can help create highly personalized and relevant content at scale, streamlining the delivery of complex technical information that engineers value. Tools like custom AI assistants and advanced language models allow us to analyze buyer behavior, predict needs, and provide targeted resources instantly—while leaving room for human insight and creativity where it matters most.



**Maryellen Stack**

*Director of Marketing Communications  
Sager Electronics*

Sager launched a new, more dynamic web experience in 2024 to better address the growth of digital data in the buyer journey, offering enhanced product specifications, access to eCAD files, and increased visibility to a wealth of educational content. Supplementing with these technical resources has only further strengthened Sager's ability to help our customers find the right solutions to meet their unique design requirements.



**Daniel Bogdanoff**

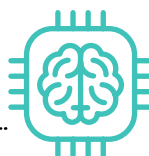
*Director of Product and Content Marketing  
Keysight Technologies*

In a culture overrun with short-form video, YouTube continues to prove the staying power of high-value, long-form video. But there's more competition than ever. To reach a niche audience it's essential to have a surgically precise YouTube strategy with a long-term vision. The magic happens when you create content that is valuable for your target audience and aligns with your business strengths.

# KEY TAKEAWAYS FOR INDUSTRIAL MARKETERS



On average, technical buyers spend **60%** of the buying process online



**58%** of technical buyers use generative AI during the purchasing process



**73%** of technical buyers routinely turn to vendor websites and online technical publications for information



**66%** of technical buyers believe that product reviews are most valuable when published by an independent source



**91%** of technical buyers subscribe to newsletters, and **75%** of technical buyers are receptive to newsletters with sponsored content



**64%** of technical buyers listen to work-related podcasts

Technical buyers continue to find



to be the most valuable social media platforms for work



When it comes to answers from generative AI, technical buyers rank their trust level at **4** out of 10

**75%** of technical buyers plan to attend at least one in-person industry event in 2025



Technical buyers are almost **twice** as likely to view a strong website as an indicator of a company's credibility than a prominent sponsorship at a trade show



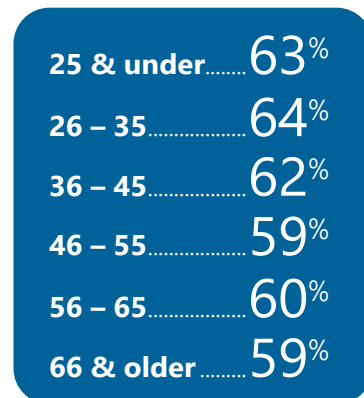
# BUYING PROCESS

On average, technical buyers spend **sixty percent** of the buying process online. **Seventy-two percent** spend at least half of the buying process online before choosing to speak to someone at the company.

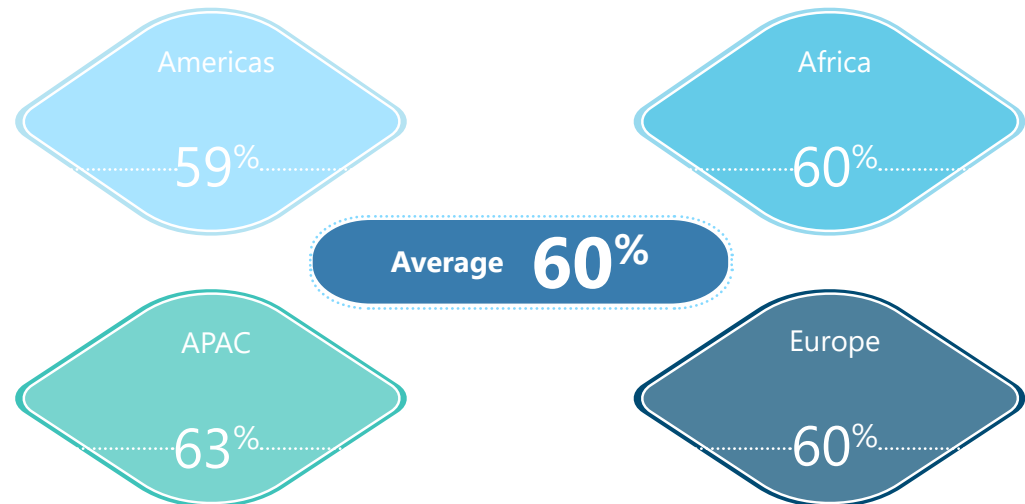
*In thinking about the entire buying process for significant work-related purchases, from early research to the final purchase decision, how much of the process happens online before you choose to speak to someone at the company? Please select a percentage between 0 and 100. (n = 792)*

Percent of the buying process that happens online:

By Age Group



By Region



“

*Buyers want to feel confidence and control, favoring self-service in every phase of their buying process. By the time they reach your website, they're more informed and expect you to understand their challenges and needs.”*

**Lisa Gately**, Principal Analyst, Forrester

”



# BUYING PROCESS

“

*When we've studied the buying process in the past, we found 50%+ was happening before a sales person was ever engaged. As we measured it over time, we found that trend was increasing as the years went by. It's a little scary, but not surprising, that customers are now "self-serving" almost two-thirds of the buying process.*

*That's why at Knowles, we've put such an emphasis on creating content that enables customers to make better, more informed decisions as they move through their journey. As customers make their way through the buying process, they will rely of the best and most readily available information to make their decision and we want to make sure our perspective is being represented in the data they are using.*



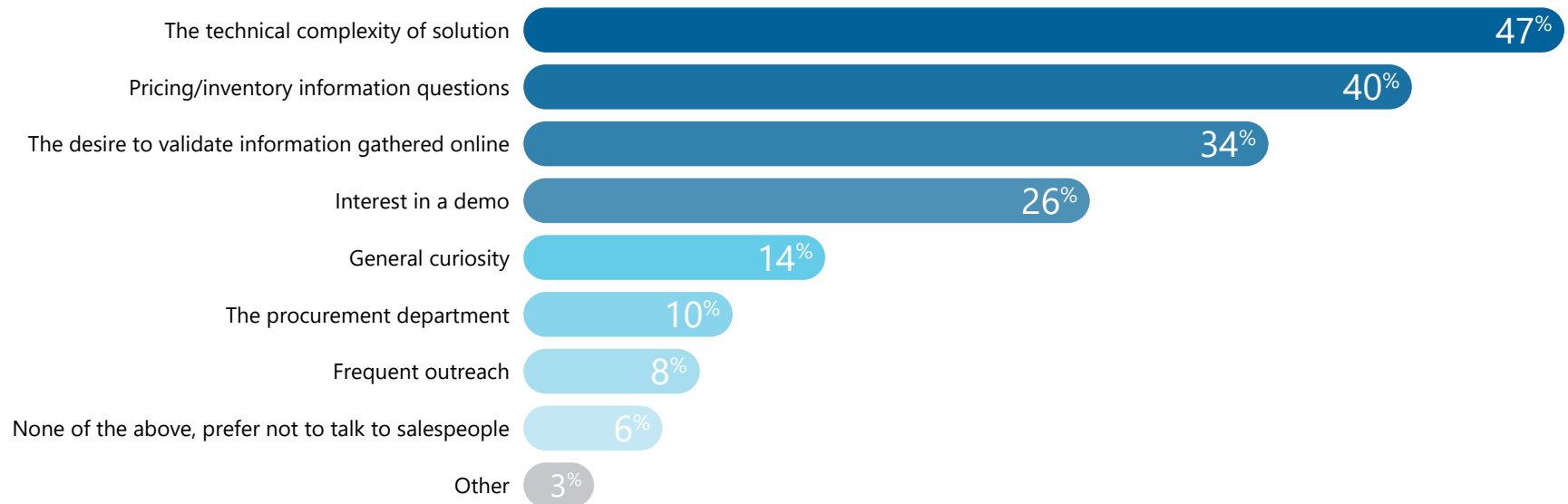
**Dan Gaffney**  
Senior Director of Global Marketing  
Knowles

”

# BUYING PROCESS

Thinking back to their most recent work-related purchases, technical buyers were motivated to interact with sales to better understand a complex solution. Pricing and inventory information was also a major factor. Only **six percent** of respondents said they'd prefer not to interact with a salesperson at all.

*Think about your most recent work-related vendor purchases and fill in the blank.*  
\_\_\_\_\_ *motivated me to interact with a salesperson for the first time.* (n = 791)



“

*Price and lead time will always be considered by customers, but in the end, we feel they are looking for someone to partner with that has the technical expertise to move a project forward.*

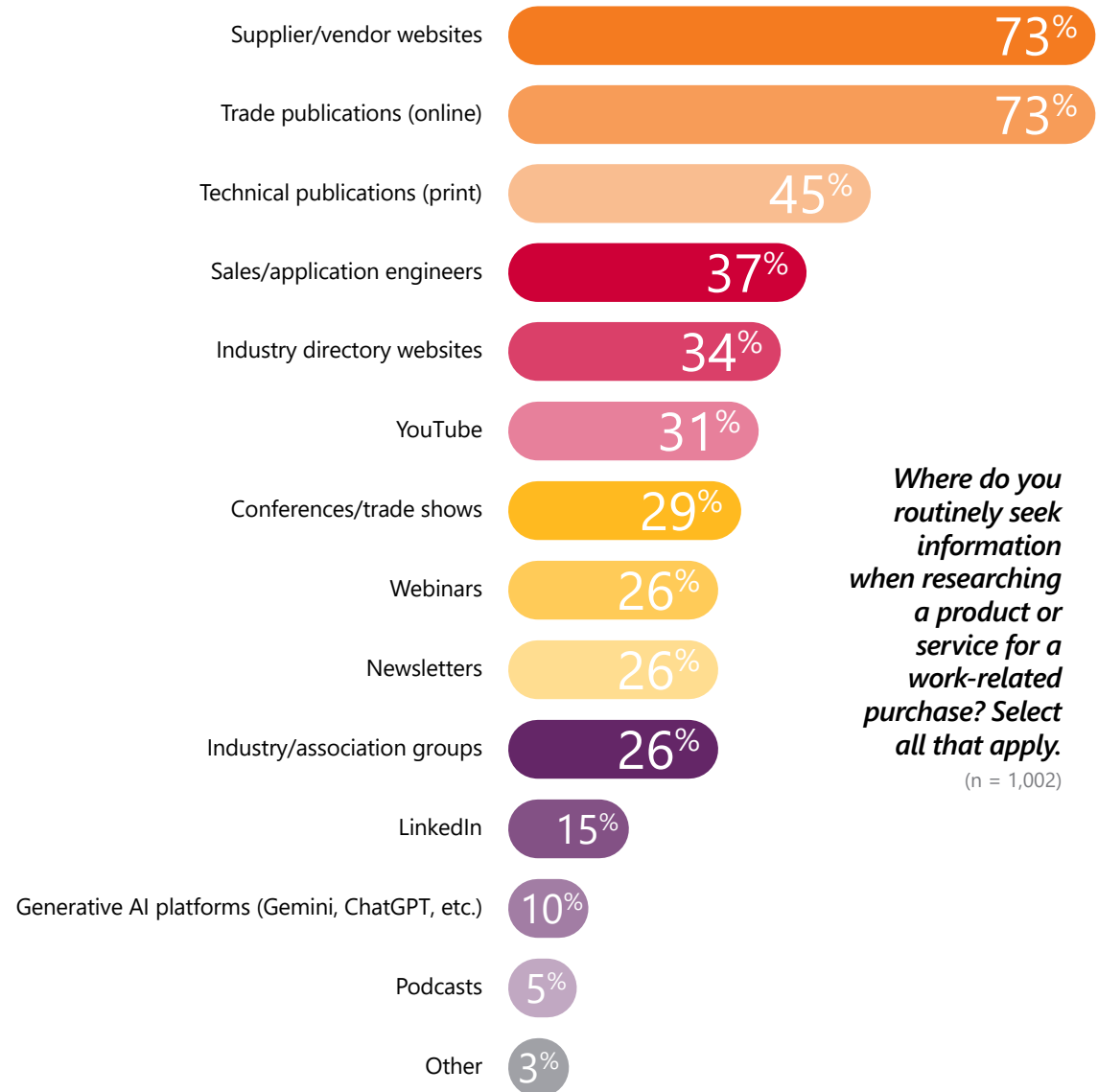
**Bill Carlson**, *Director of Sales and Marketing, BDC Laboratories*

”

# INFORMATION SOURCES

Technical buyers routinely turn to supplier/vendor websites and technical publications, both online and print, to find information on products and services.

The top six sources remained the same year-over-year, however online trade publications saw a significant leap in popularity, up thirty-six percentage points from 2024.



*Where do you routinely seek information when researching a product or service for a work-related purchase? Select all that apply.*

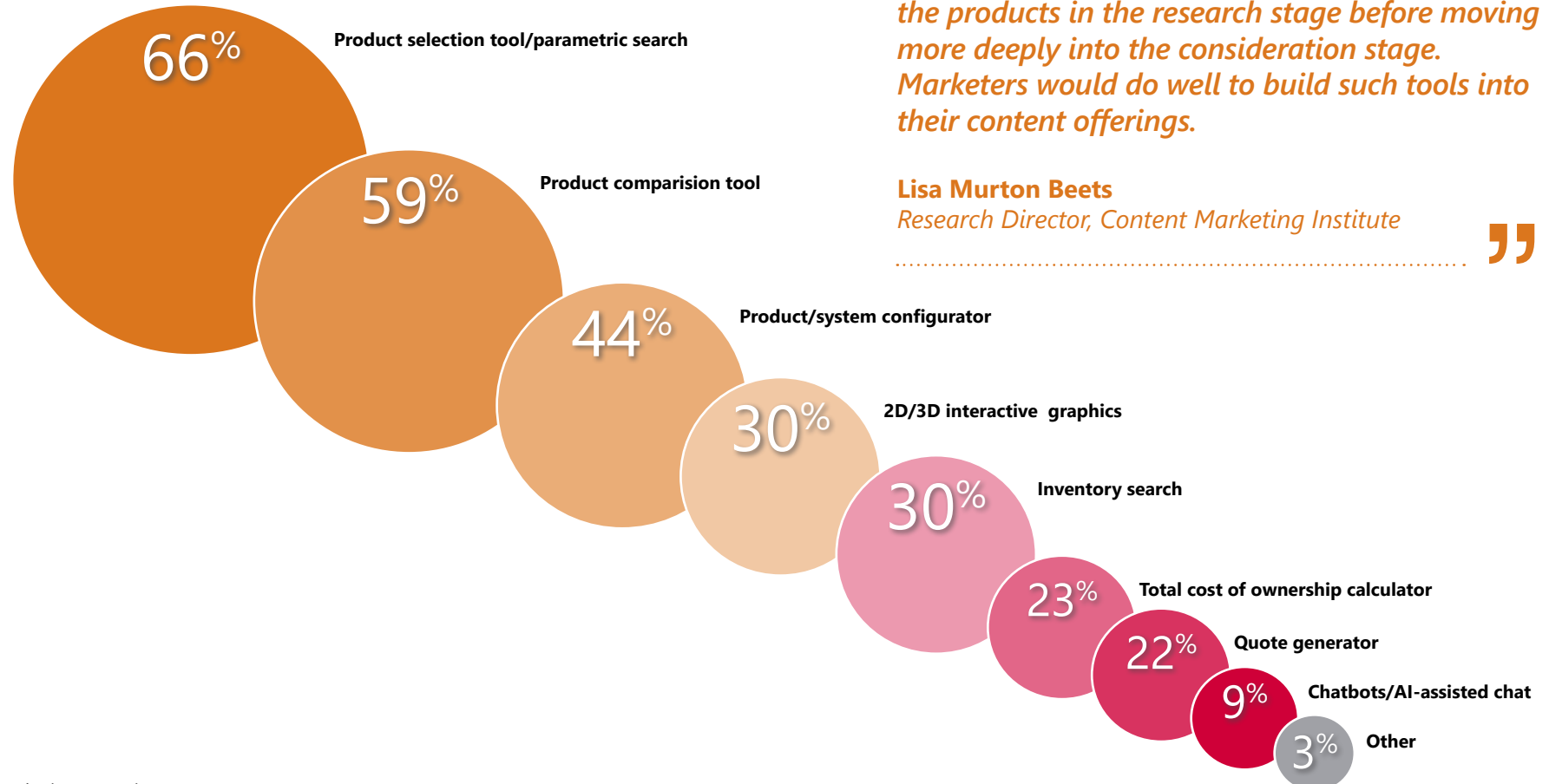
(n = 1,002)

# INFORMATION SOURCES

Product selection tools, product comparison tools, and product configurators are considered most valuable when researching online. Least valued are administrative tools such as quote generators and chatbots.

*What interactive online tool do you find most valuable when researching to make a significant purchase for work? Please select all that apply.*

(n = 1,009)



“

*It makes sense that engineers want interactive tools that give them control when considering products. Exploration, comparison, and configuration are key words here, indicating the engineer's desire to educate themselves fully on the products in the research stage before moving more deeply into the consideration stage. Marketers would do well to build such tools into their content offerings.*

**Lisa Murton Beets**

*Research Director, Content Marketing Institute*

”

# INFORMATION SOURCES

“

*So what can a marketer do? Optimize and promote intuitive, fast, and comprehensive parametric search and comparison tools. These tools address the most critical needs of engineers and should be prioritized for marketing campaigns.*

*Focus on what engineers value most and use these insights to develop targeted campaigns for high-value tools (e.g. “Save time with our enhanced parametric search and comparison tools”).*



**Terra Gledhill**

*Director of Marketing and Research  
EE Tech*

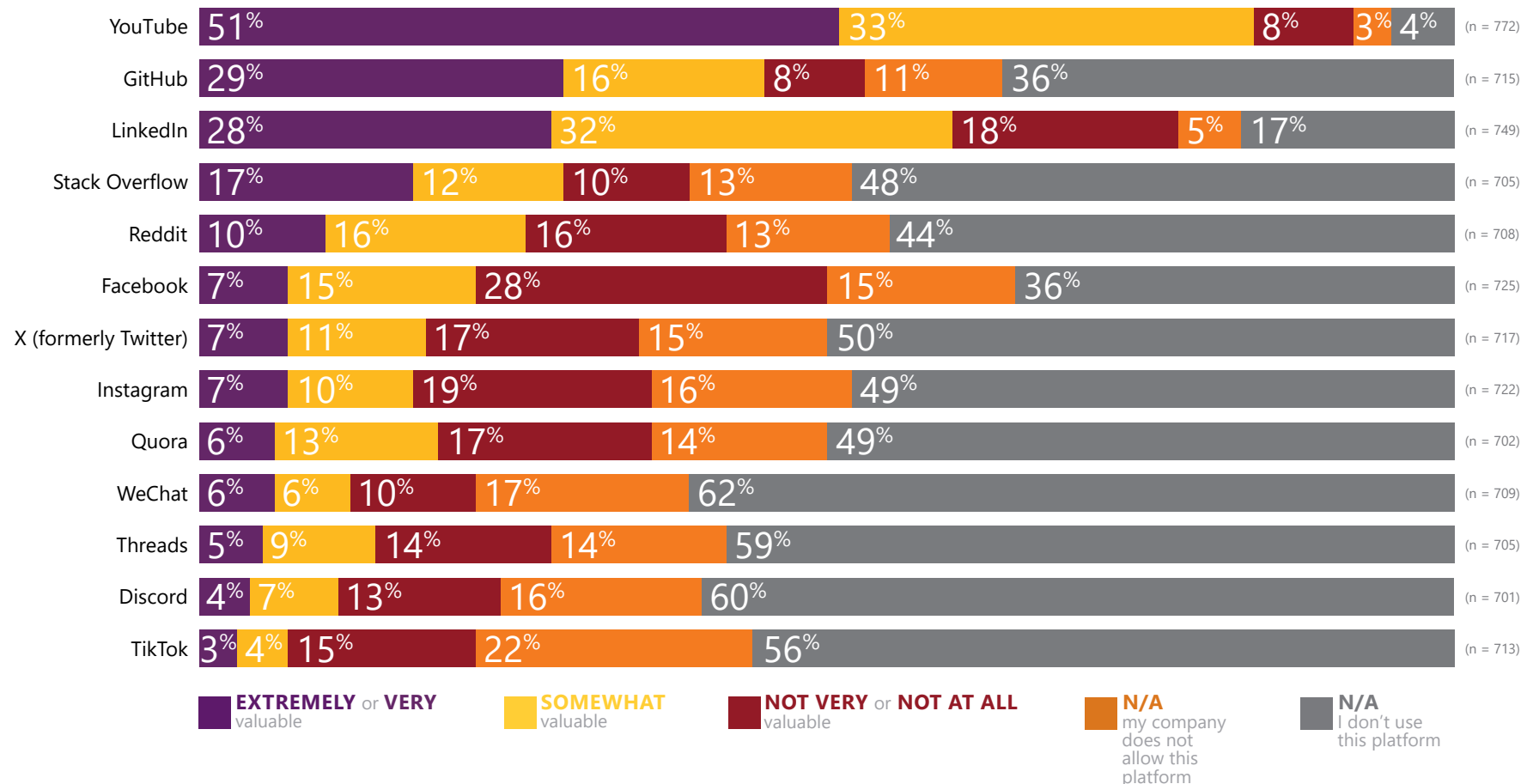
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# SOCIAL MEDIA

Similar to years past, YouTube, GitHub, and LinkedIn are considered the most valuable social media platforms for work. X and Facebook experienced significant drops as valued sources, each falling by more than thirty-five percentage points. **Twenty-two percent** of technical buyers noted that their company doesn't allow TikTok.

*How valuable are each of the following social media platforms when seeking information for work?*

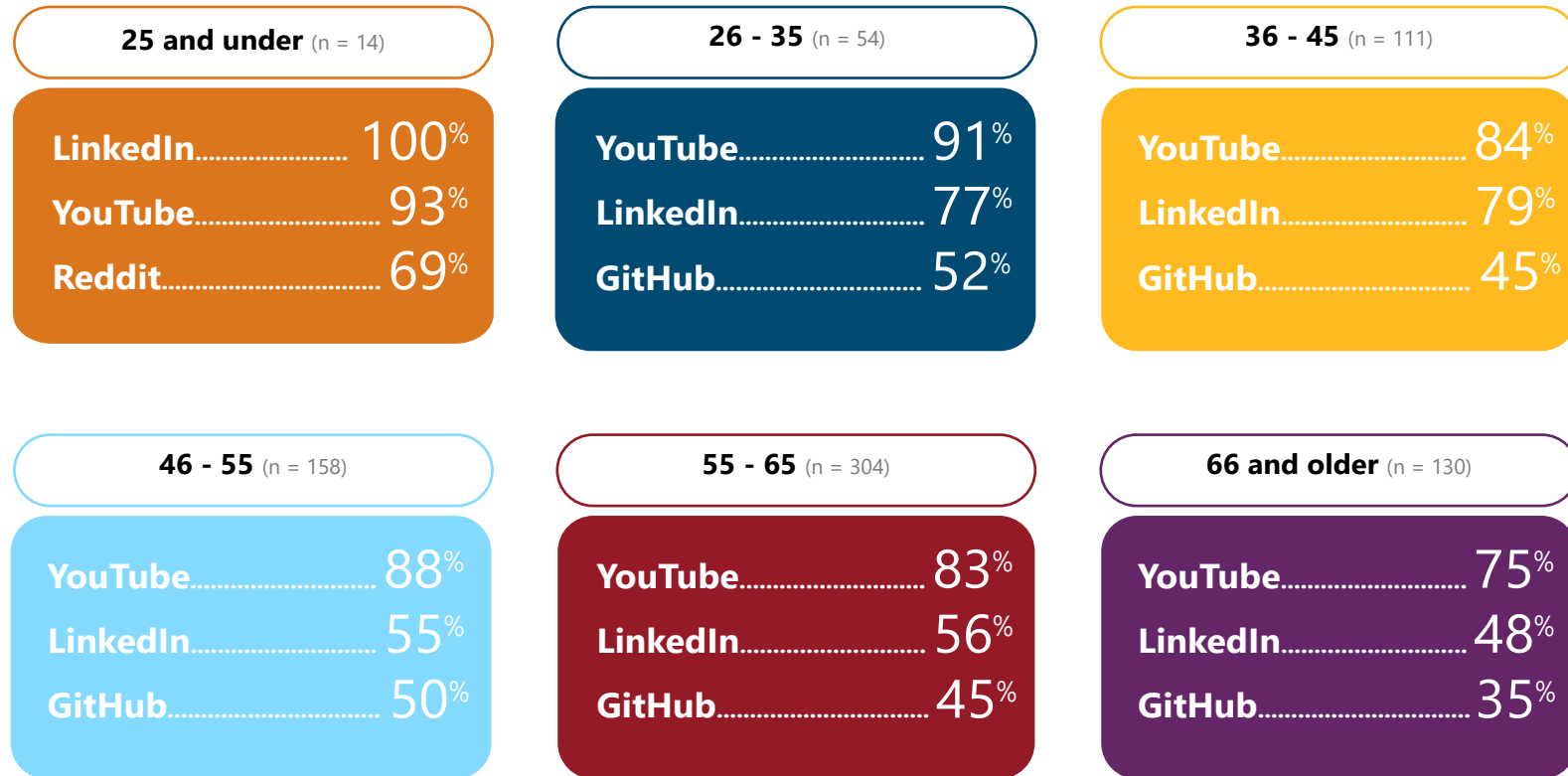
(n = 791)





# SOCIAL MEDIA

## Most valued Social Media Platforms for Work By Age\*



\*Cited as "Extremely" and "Very" Valuable

# SOCIAL MEDIA BY REGION

## Most valued Social Media Platforms for Work By Region\*

### Americas (n = 282)

|                      |     |
|----------------------|-----|
| YouTube.....         | 84% |
| LinkedIn.....        | 63% |
| GitHub .....         | 26% |
| Stack Overflow ..... | 21% |
| Facebook .....       | 17% |
| Reddit .....         | 24% |
| Quora.....           | 17% |
| X (Twitter) .....    | 16% |
| Instagram .....      | 15% |
| WeChat .....         | 9%  |
| Threads.....         | 15% |
| Discord .....        | 8%  |
| TikTok .....         | 6%  |

### Europe (n = 252)

|                      |     |
|----------------------|-----|
| YouTube.....         | 82% |
| LinkedIn.....        | 47% |
| GitHub .....         | 73% |
| Stack Overflow ..... | 40% |
| Facebook .....       | 12% |
| Reddit .....         | 26% |
| Quora.....           | 10% |
| X (Twitter) .....    | 9%  |
| Instagram .....      | 9%  |
| WeChat .....         | 6%  |
| Threads.....         | 10% |
| Discord .....        | 10% |
| TikTok .....         | 2%  |

### Africa (n = 47)

|                      |     |
|----------------------|-----|
| YouTube.....         | 89% |
| LinkedIn.....        | 85% |
| GitHub .....         | 42% |
| Stack Overflow ..... | 36% |
| Facebook .....       | 56% |
| Reddit .....         | 35% |
| Quora.....           | 46% |
| X (Twitter) .....    | 47% |
| Instagram .....      | 46% |
| WeChat .....         | 30% |
| Threads.....         | 23% |
| Discord .....        | 30% |
| TikTok .....         | 34% |

### APAC (n = 170)

|                      |     |
|----------------------|-----|
| YouTube.....         | 84% |
| LinkedIn.....        | 68% |
| GitHub .....         | 36% |
| Stack Overflow ..... | 26% |
| Facebook .....       | 35% |
| Reddit .....         | 29% |
| Quora.....           | 35% |
| X (Twitter) .....    | 29% |
| Instagram .....      | 24% |
| WeChat .....         | 20% |
| Threads.....         | 17% |
| Discord .....        | 15% |
| TikTok .....         | 11% |



\*Cited as "Extremely"  
and "Very" Valuable

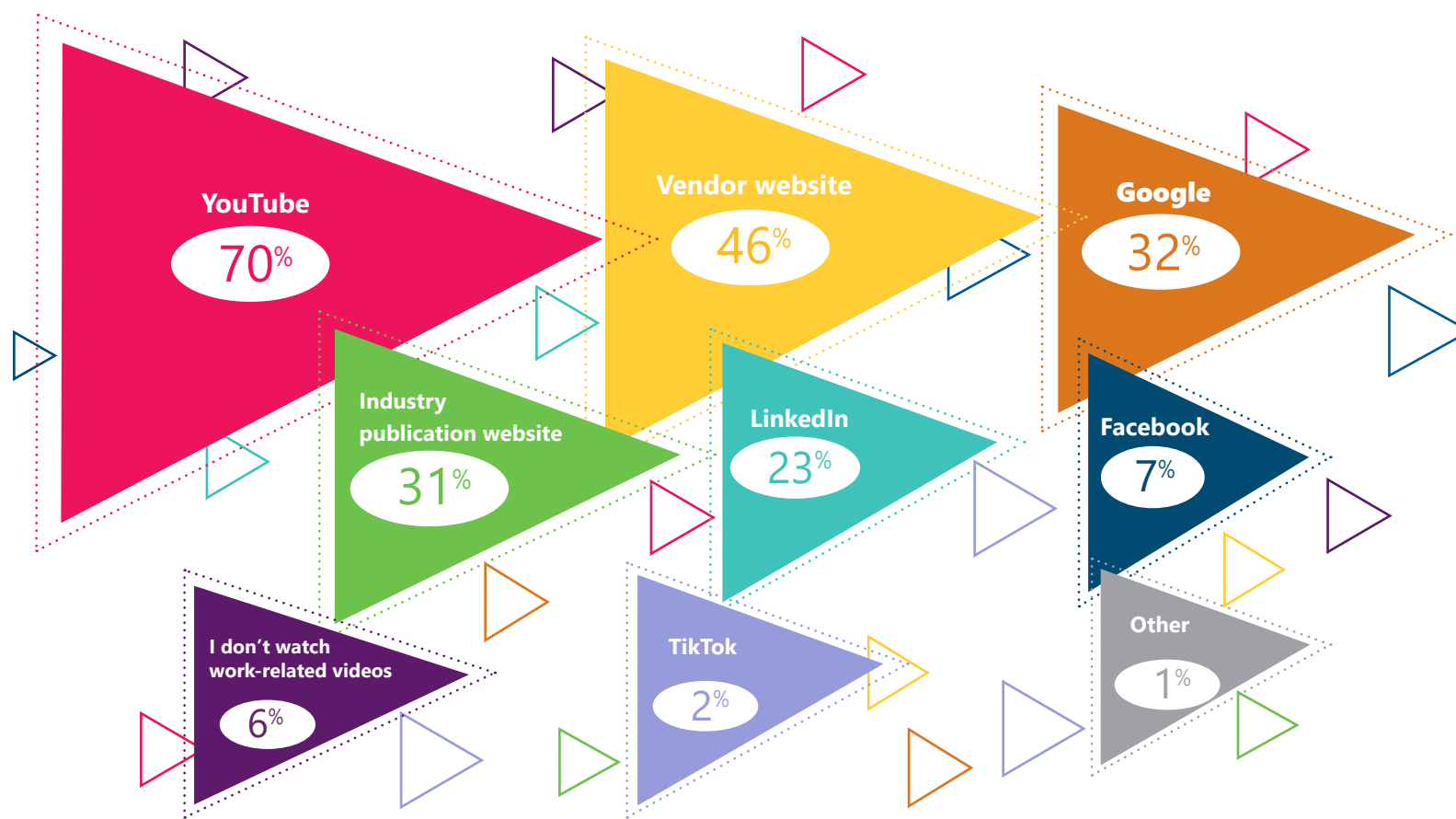
2025 State of Marketing to Engineers

TREWMARKETING | GlobalSpec | Iektor

# VIDEO

When it comes to video, **seventy percent** of technical buyers frequently watch directly on YouTube. **Twenty percent** interact with video on more than one channel.

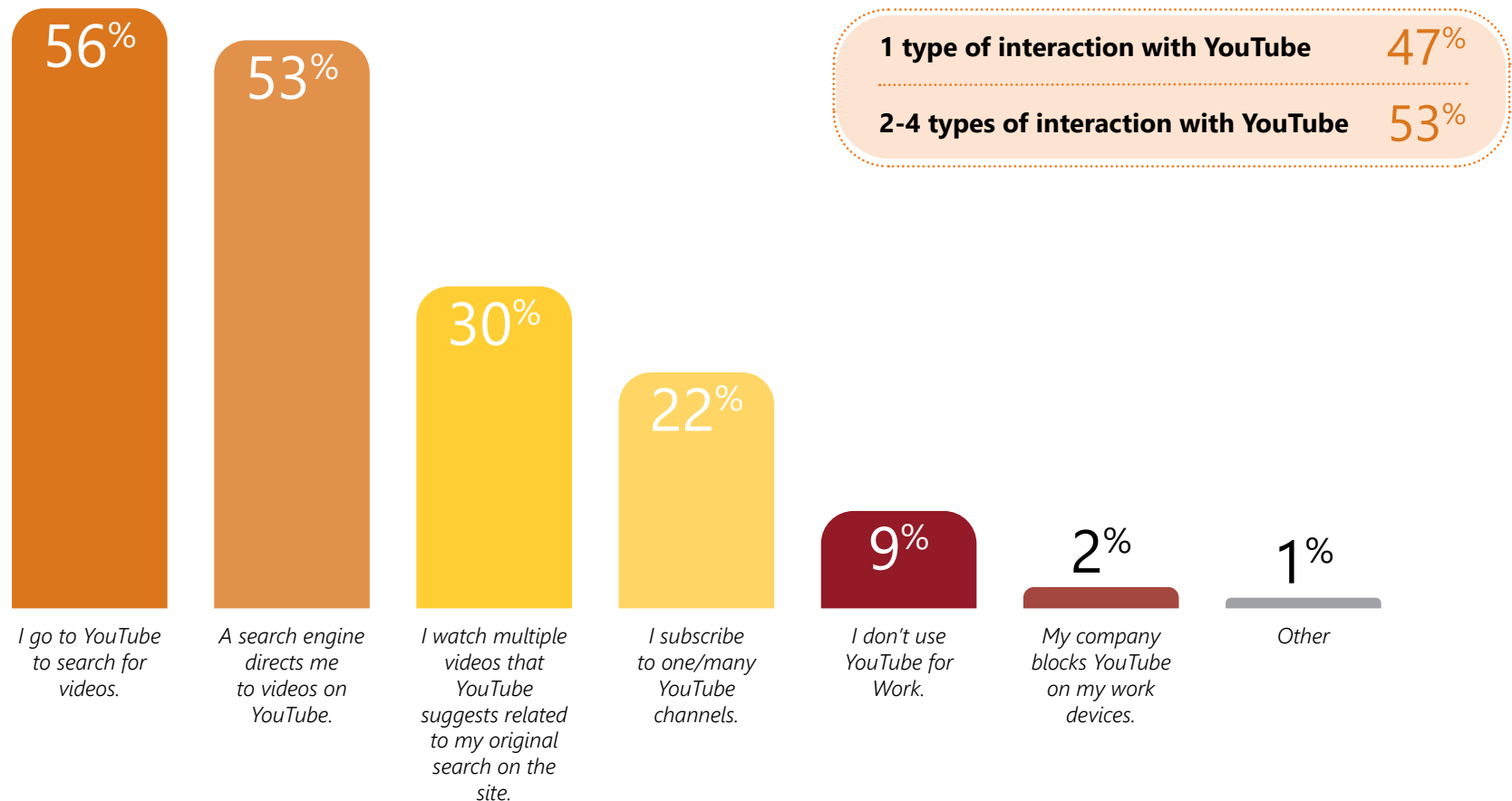
*Where do you most frequently watch work-related videos?* (n = 922)



# VIDEO

Technical buyers typically access YouTube either by visiting the site directly or through links provided by search engine results, despite the numerous pathways available to reach the platform.

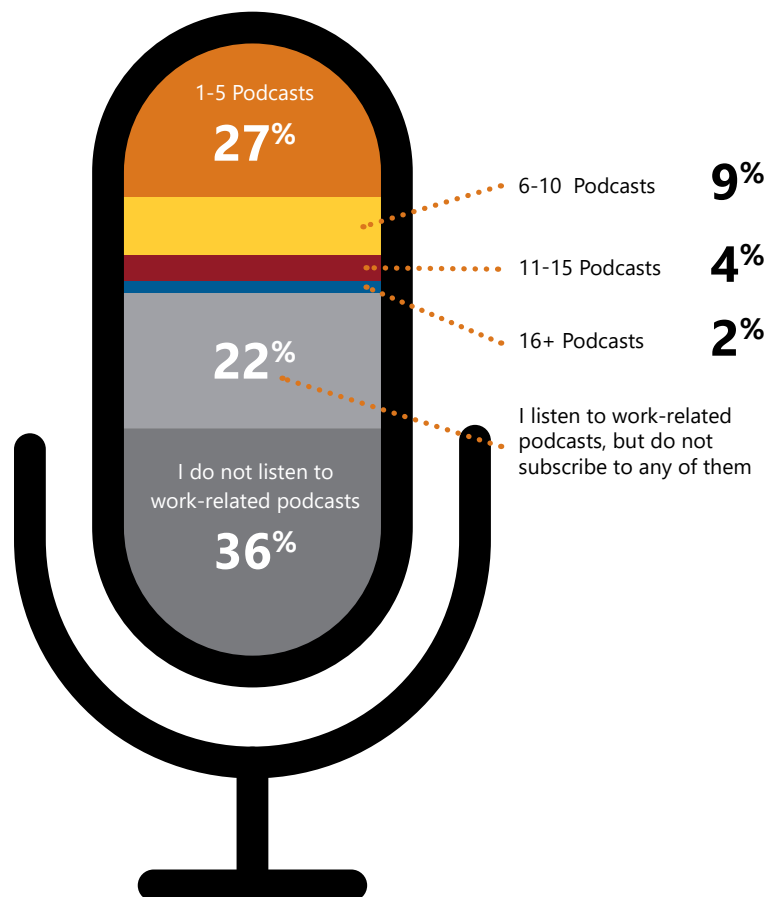
*How do you typically interact with YouTube for work-related purposes?* (n = 867)



# PODCASTS

**Sixty-four percent** of technical buyers listen to work-related podcasts, down twenty-six percentage points from 2024. **Forty-two percent** are subscribed to at least one podcast, however **twenty-two percent** listen without subscribing.

*How many work-related podcasts do you subscribe to?* (n = 991)



“

*64% of respondents listen to work-related podcasts, and they're a great opportunity for companies and thought leaders to build their brand on different channels. A quick, low-barrier way to explore podcast engagement is to look for existing podcasts where you can be a guest.*

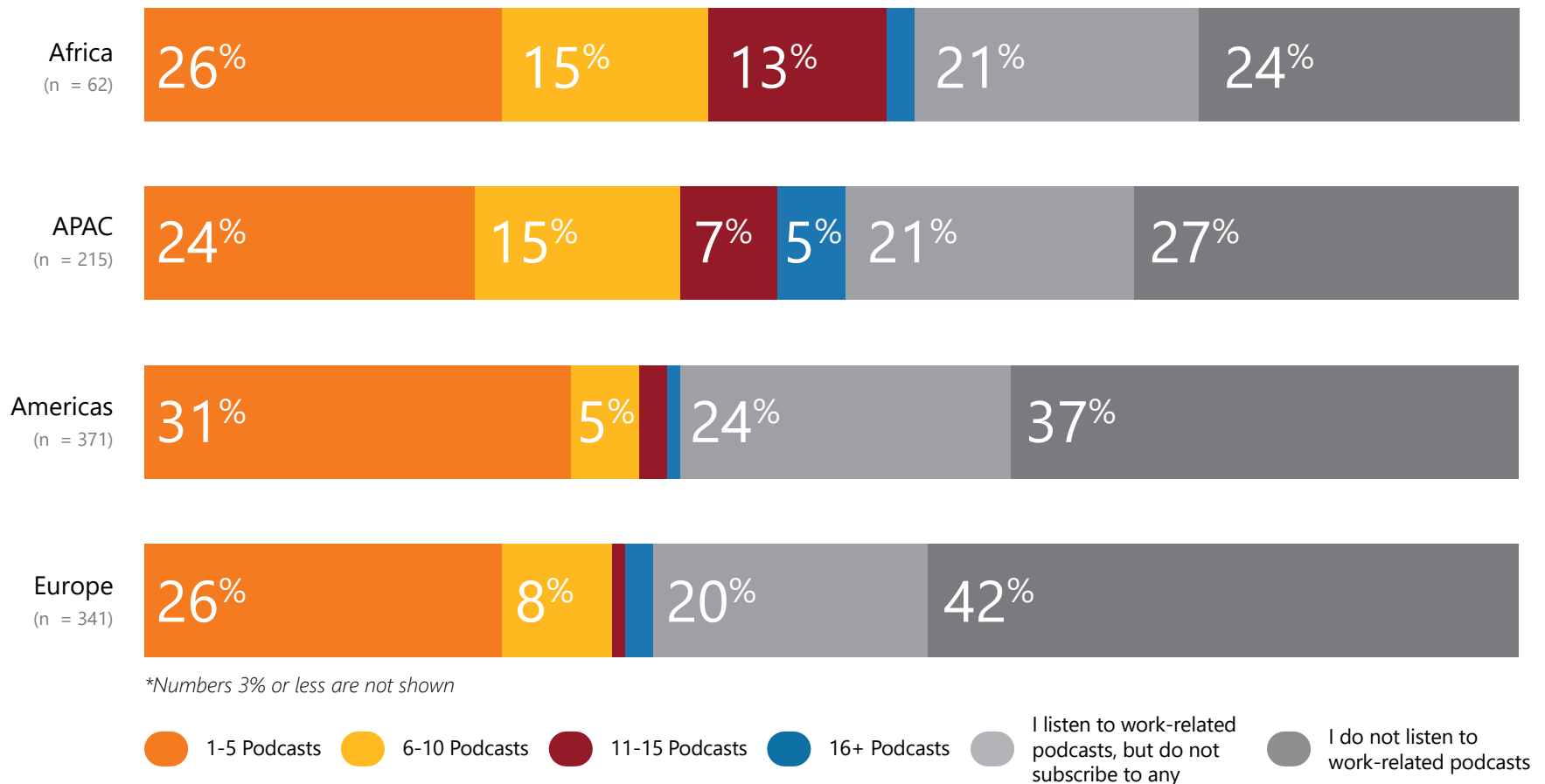
**Wendy Covey**  
CEO & Co-Founder  
TREW Marketing

”

# PODCASTS

Technical buyers from APAC and Africa are more likely to listen and subscribe to podcasts compared to Americas and Europe.

*How many work-related podcasts do you subscribe to?* (n = 991)



# EVENTS

**Seventy-five percent** of technical buyers are planning to attend at least one industry event in 2025, and **fifty-five percent** are planning to attend at least two. This represents a drop from last year's report in which **seventy percent** of respondents were planning to attend at least two industry events.



“

*Identifying and capturing buyer intent is more valuable than ever before. As a result, in-person events remain an irreplaceable component of the industrial marketing mix. Events are a proven, offline venue where buyers and buying teams not only discover new and evaluate known vendors at scale, but also the most likely environment for those buyers and buying teams to reveal their purchase intent and professional identity directly to prospective product or service solutions providers.*

**Dave Necessary**

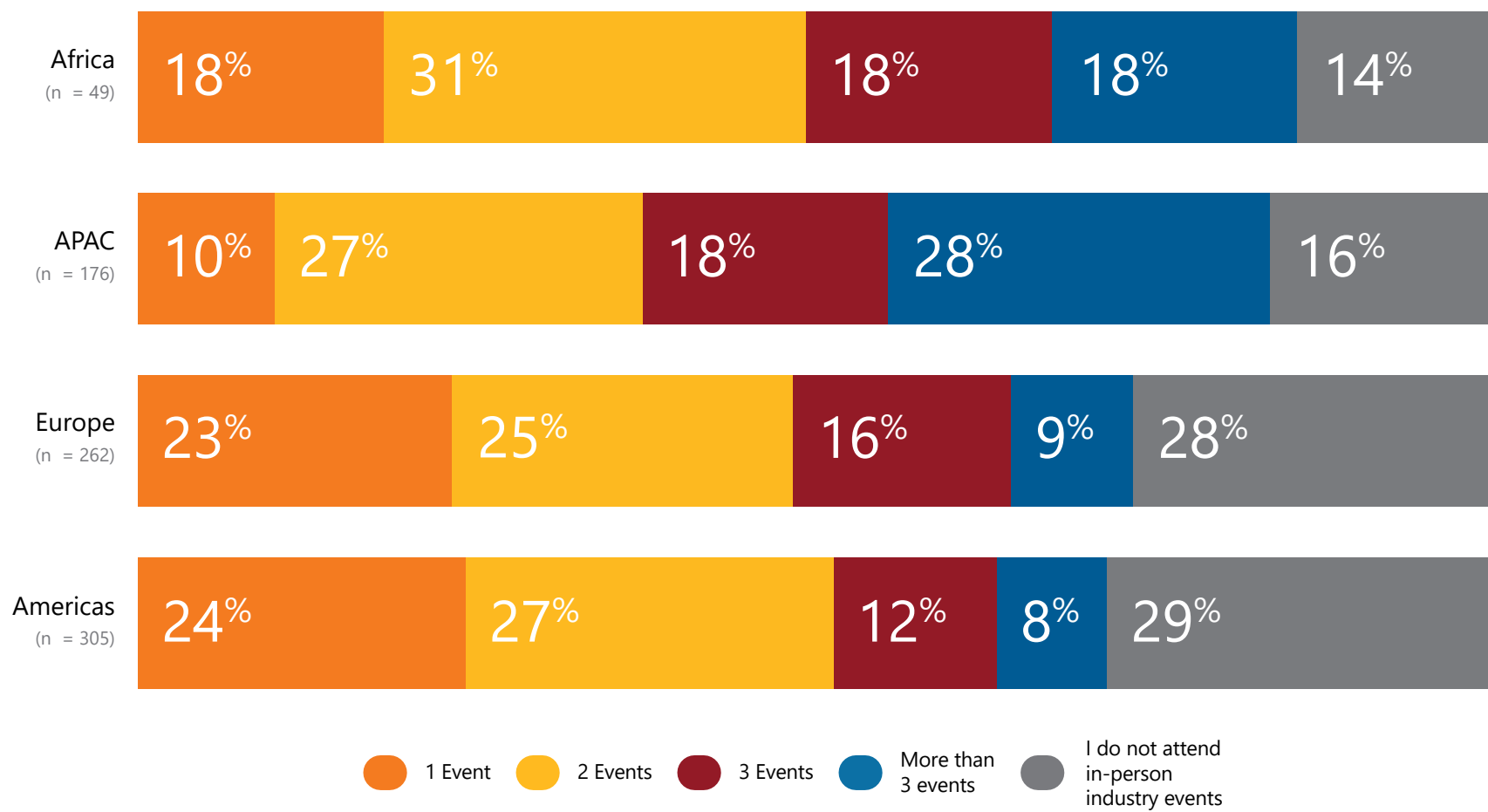
*Executive Vice President  
Product Development  
Gardner Business Media*

”



# EVENTS

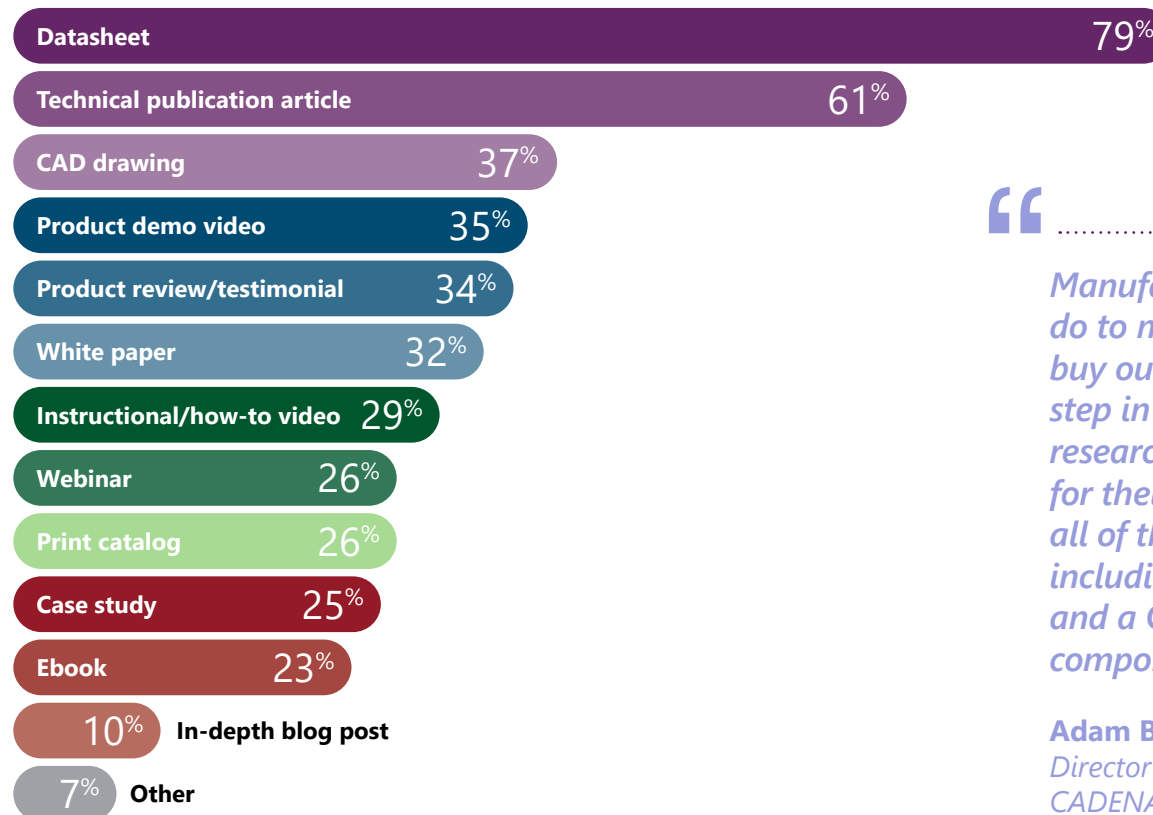
*How many in-person industry events (i.e., trade shows, conferences) do you plan to attend in 2025?* (n = 794)



# CONTENT PREFERENCES

As in previous years, datasheets, technical publication articles, and CAD drawings are regarded as highly valuable resources in the purchasing process, as they offer clear and concrete information. Additionally, some technical buyers find demonstrations and reviews helpful for assessing whether product specifications align with their needs.

*What form(s) of content do you find most valuable when researching to make a significant purchase for work?  
Please select all that apply. (n = 1,018)*



“

*Manufacturers need to ask: What can we do to make it easier for our customers to buy our products? Often times, the first step in the industrial purchase process is research by engineers to find components for their designs. They need access to all of the key product details up front, including dimensional data, physical specs, and a CAD model to test fit with other components in their larger design.*

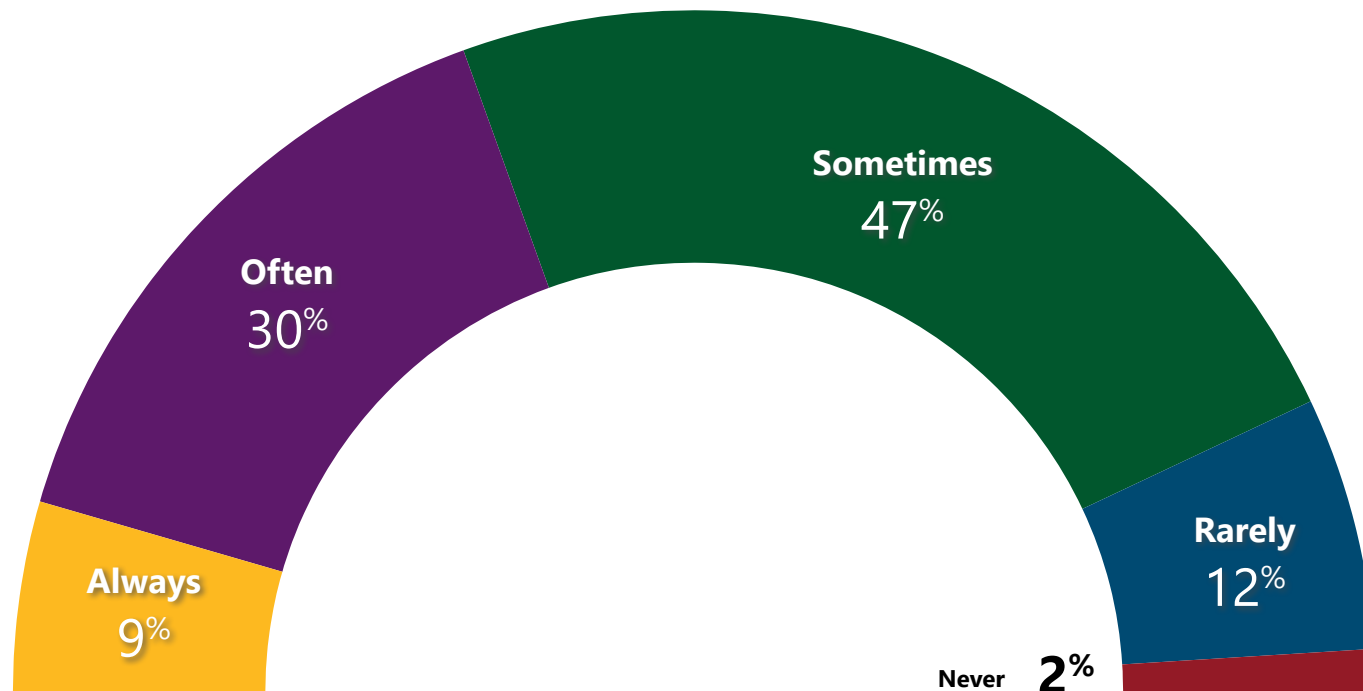
**Adam Beck**  
Director of Marketing  
CADENAS USA

”

# CONTENT PREFERENCES

**Eighty-six percent** of technical buyers seek independent sources of information at least some of the time. Independence from vendors or distributors is particularly valuable when it comes to product reviews and product comparisons.

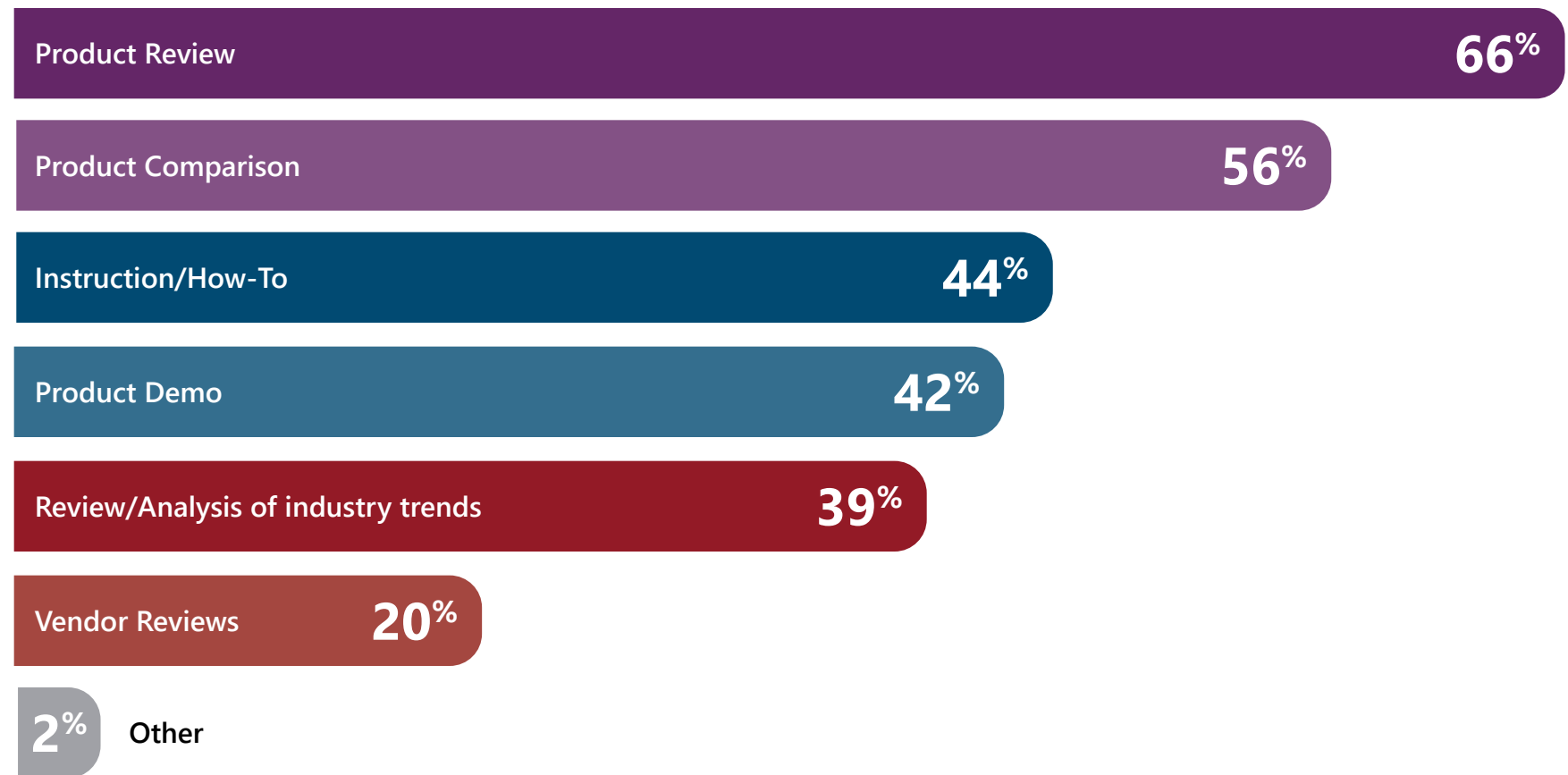
*How often do you purposely seek independent sources, not sponsored by a vendor or distributor, when researching for a work-related purchase?* (n = 1,020)



# CONTENT PREFERENCES

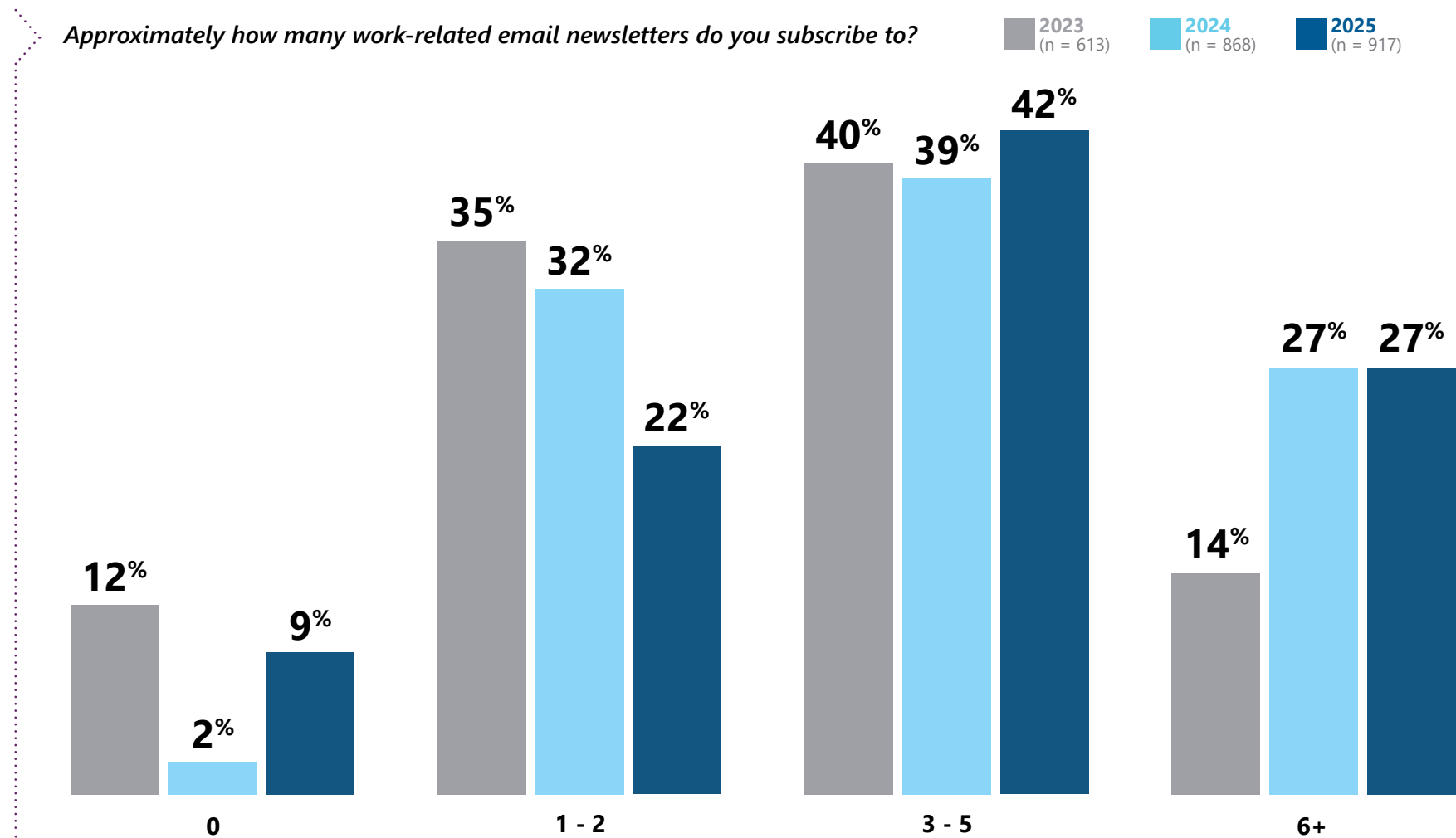
Technical buyers most value product reviews and product comparisons from independent sources, as opposed to vendor reviews.

*What kind of content is most valuable coming from an independent source, not sponsored by a vendor or distributor?* (n = 857)



# CONTENT PREFERENCES

**Ninety-one percent** of technical buyers subscribe to at least one newsletter, while **sixty-nine percent** subscribe to at least three newsletters.



# CONTENT PREFERENCES

When it comes to personalized newsletter content, technical buyers are interested in information that reflects an understanding of their experience. Buyers want content related to products they're already using, personalized product or tool recommendations, and relevant project case studies.

*On a scale from 1 to 10, where 1 is high value and 10 is low value, which personalized elements do you value most in a vendor newsletter?* (n = 719)

Most Valuable

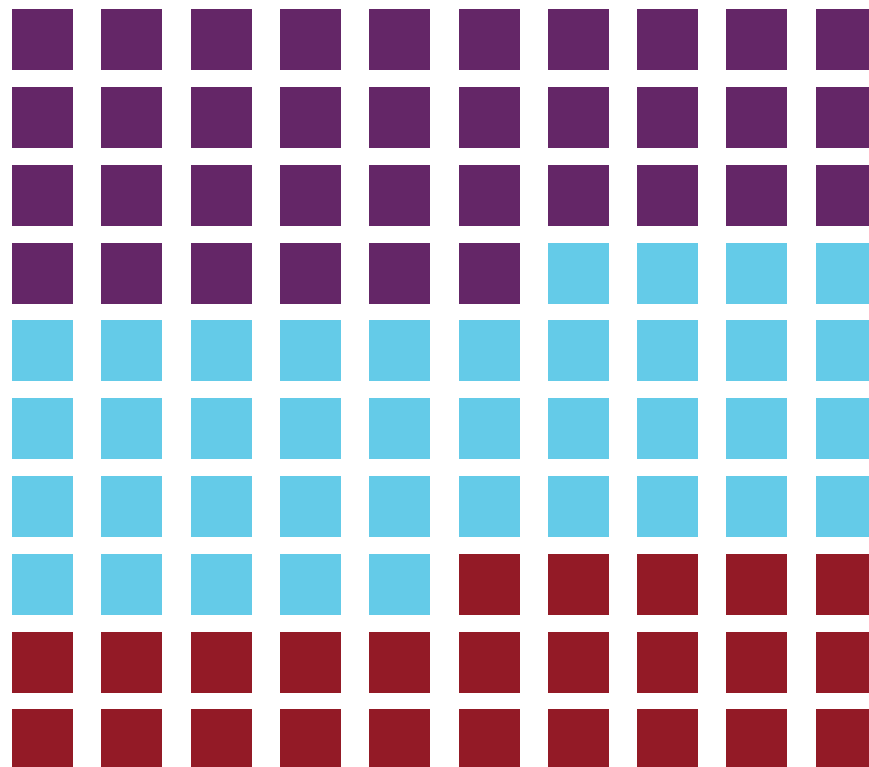
Least Valuable



# CONTENT PREFERENCES

Regardless of their tendency to seek independent sources, **thirty-six percent** of technical buyers can appreciate sponsored content in a newsletter if it's demonstrably relevant to them. **Thirty-nine percent** are neutral or indifferent to the presence of sponsored content in newsletters.

*Which statement best describes your feelings about newsletters featuring sponsored content?* (n = 796)



36% I appreciate sponsored content if it is relevant

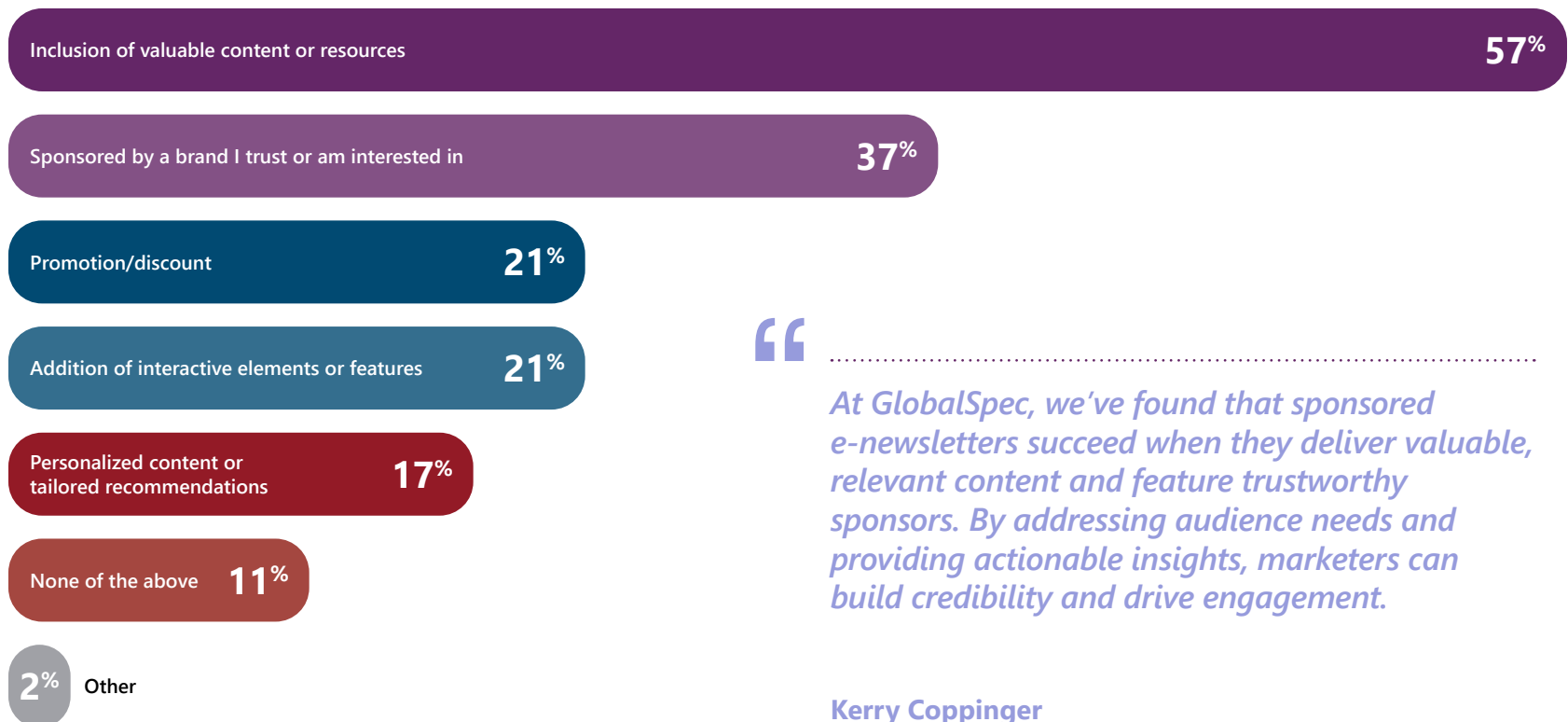
39% I am neutral or indifferent to newsletters with sponsored content

25% I prefer newsletter without any sponsored content.

# CONTENT PREFERENCES

Technical buyers are more likely to engage with a newsletter featuring sponsored content when the sender shows they're paying attention. **Fifty-seven percent** say they would engage for content or resources they found valuable, and **thirty-seven percent** for trustworthy, relevant sponsors.

*What, if anything, would make you more likely to engage with a newsletter featuring sponsored content?* (n = 789)



“

*At GlobalSpec, we've found that sponsored e-newsletters succeed when they deliver valuable, relevant content and feature trustworthy sponsors. By addressing audience needs and providing actionable insights, marketers can build credibility and drive engagement.*

**Kerry Coppinger**  
Marketing Director  
GlobalSpec

”



# ARTIFICIAL INTELLIGENCE

Most technical buyers don't consider themselves particularly trusting of *generative AI platforms*. On a scale from 1 to 10, **the average trust level came in at 4.4**. This finding hints at a year-over-year trust drop. In 2024, when asked to what extent technical buyers trust answers from *AI-based tools* on a scale of 1 to 10, the average trust level was 6.5.

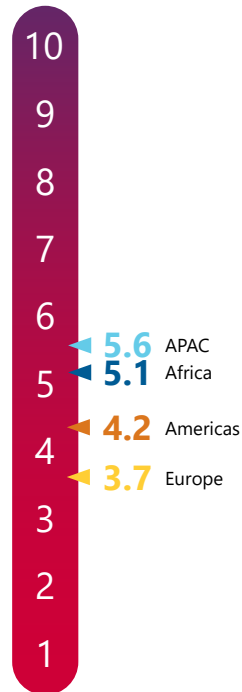
*On a scale from 1 to 10, where 10 is complete trust, and 1 is a complete lack of trust, to what extent do you trust answers from generative AI platforms?*

(n = 960)

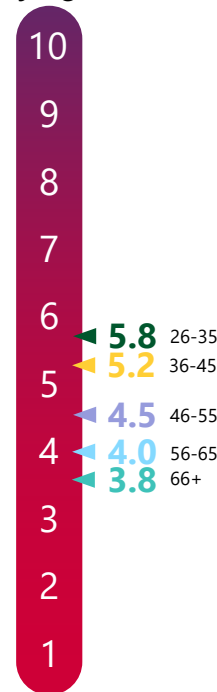
## Overall



## Regional



## By Age



“

*Marketers can learn technical concepts quickly using Google Deep Research with NotebookLM to generate audio summaries. Both are powerful AI tools on their own. But using them together makes technical learning lightning-fast, even for non-engineers.*

**Dale Bertrand**  
Founder and CEO  
Fire & Spark

”

# Trust Issues Make Technical Buyers Skeptical of AI

AI isn't a new concept to engineers – it evolved from machine learning (ML) to add the component of human reasoning and intelligence to modeled data. Engineers code, trust, and base their products and businesses on machine learning, so it's not the initial data that's driving the skepticism, it's the unknown component of the machine taking on human reasoning.

In a recent Forrester survey, 25 percent of data and analytics decision makers said that lack of trust in AI systems is a major concern in using AI, and 21 percent cite a lack of transparency with AI/ML systems and models.

In our study, technical buyers rated their level of trust in AI low, at a 4 out of 10. These skeptical buyers are concerned about the level of trust they can place in information sources and are looking for transparency.

## ***What should marketers do?***

Companies using AI in their products or services need to explain to technical buyers where their original data is from, how they're assessing it for accuracy, and their confidence in its quality. A simple "Powered by AI" message won't win over these buyers.

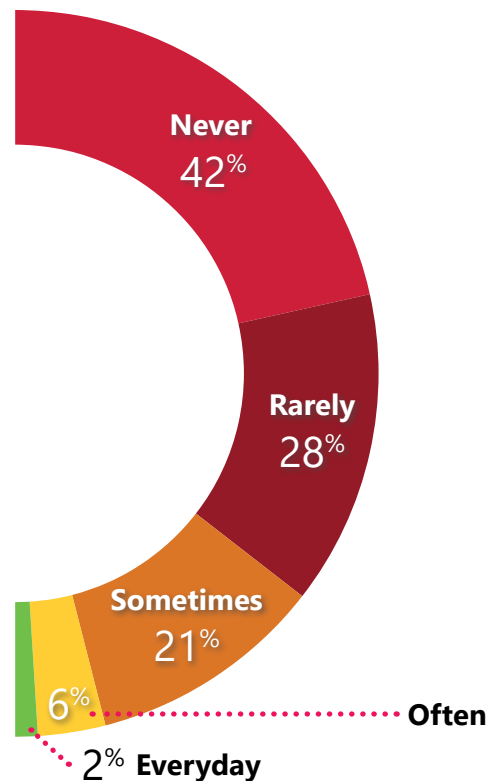
\*Source: <https://hbr.org/sponsored/2024/09/ai-has-a-trust-problem-heres-how-to-fix-it>

# ARTIFICIAL INTELLIGENCE

**Seventy percent** of technical buyers rarely or never use generative AI in the purchasing process.

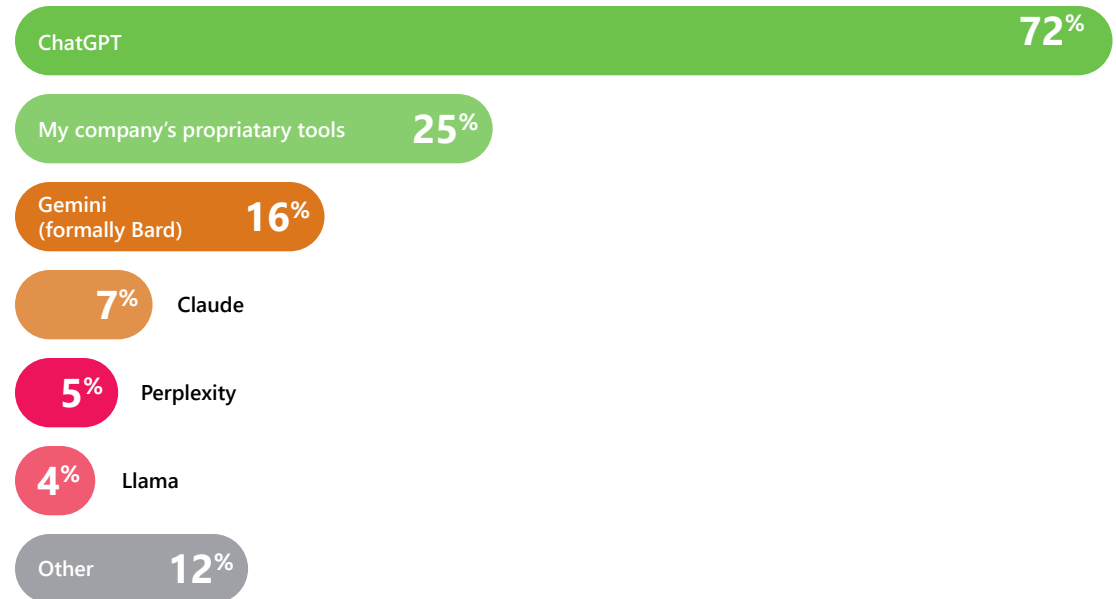
*How often do you use generative AI platforms to help evaluate or make a work-related purchasing decision?*

(n = 1,003)



Among those who do use generative AI platforms, ChatGPT emerges as the preferred choice at **seventy-two percent**. **Twenty-five percent** of technical buyers rely on their company's proprietary generative AI platform. Of those who indicated they use other tools, **thirty-seven percent** noted Microsoft 365 Copilot.

*What generative AI platforms are you using most for work?* (n = 571)



*Those that use AI platforms...* (n = 571)



# ARTIFICIAL INTELLIGENCE

“

*In an age of generative AI, credibility and convenience continue to be key differentiators.*

*AI shouldn't be ignored. The technology is itself often something of a double-edged sword. For one thing, it can offer clear efficiency gains. As we saw last year, a majority of technical buyers (63%) regularly use AI-based tools for work, and the off-the-shelf STEM capabilities of these models have improved significantly since then. But simultaneously, human oversight is very much needed with genAI, which is flooding the market with formulaic, lowest-common-denominator content that isn't always trustworthy or helpful.*

*In this rapidly evolving landscape, marketers, editors of technical publications, and subject matter experts should collaborate to develop role-specific best practices that balance technical rigor with AI's speed and scale.*



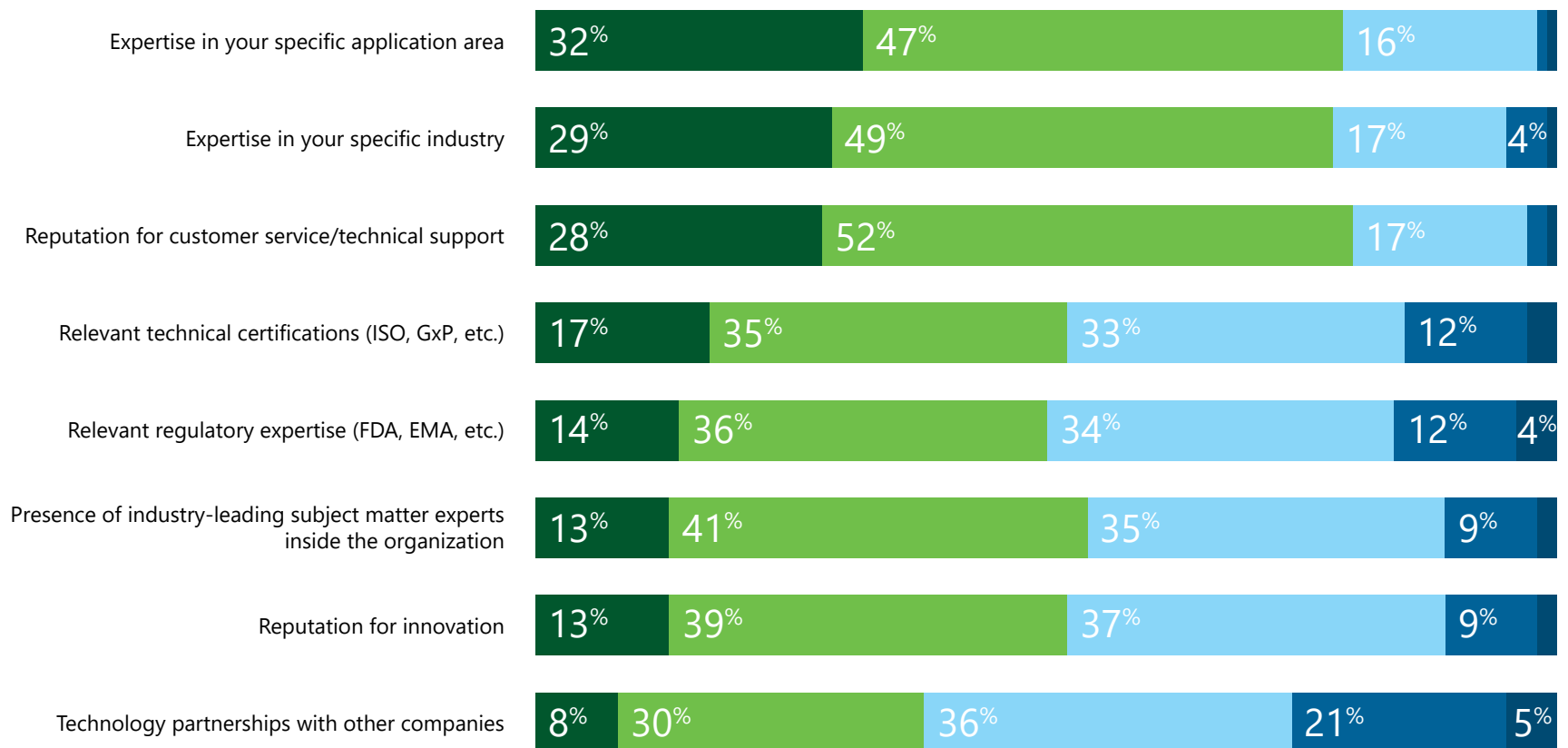
**Brian Buntz**  
Editor-in-Chief  
R&D World

”

# BRAND

When it comes to technical credibility, expertise is everything. Industry- and application-related expertise are considered strong indicators of credibility. When your reputation for customer service and technical support precedes you, that's a good sign too.

*When researching potential suppliers / vendors, how important are each of the following factors in assessing their technical credibility?* (n = 791)



\*Numbers 3% or less are not shown



# BRAND

“

*Brand awareness is critical. While we'd like to think people take a step-by-step process from awareness to purchase, people often decide what they want based on some initial assumptions, then use brand factors to validate or rationalize their decision. From a marketing standpoint, we want to be the first brand or product considered, because that is usually the brand or product selected.*



**Craig Coffey**

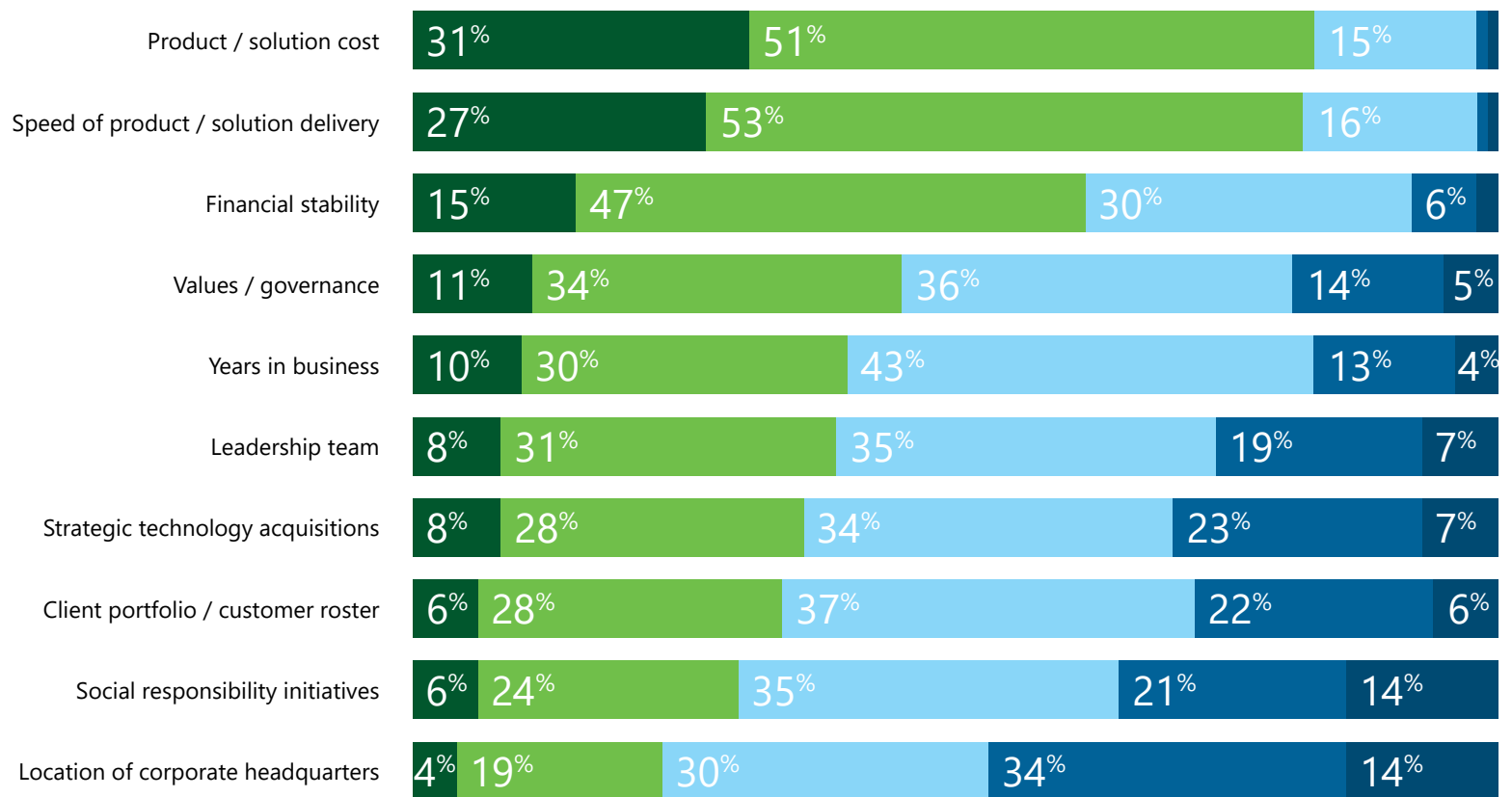
*Content Strategy and Marketing Manager  
Eaton*

”

# BRAND

Cost and speed of delivery are key factors when technical buyers assess vendors. They're also considering financial stability in their decision making.

*How important are each of the following corporate-level factors when assessing potential suppliers / vendors?* (n = 791)



\*Numbers 3% or less are not shown

EXTREMELY  
important

VERY  
important

SOMEWHAT  
important

NOT VERY  
important

NOT AT ALL  
important



# BRAND

An informative and well-maintained website is the strongest indicator of quality for technical buyers assessing vendors. They also want to know other customers are willing to vouch for you through recommendations and case studies.

*On a scale of 1 to 5, where 5 is a strong indicator of credibility, to what extent do the following factors indicate a credible supplier/vendor?* (n = 792)





# Building Credibility Starts with Specific, Pervasive Branding

Technical audiences have complicated, specific challenges and they're looking for someone who understands exactly what they need.

Nearly a third of buyers say that technical expertise and industry expertise are extremely important when assessing the credibility of a brand. Research shows they later rank corporate websites, customer recommendations, case studies, and brand presence in technical publications as indications of a credible brand. These buyers are first looking to see what you say about yourself, and to validate that with your customers' experiences and third-party opinions.

According to Dentsu\*, 68 percent of B2B buyers agree with the statement 'many of the brands I see at work have very similar marketing and communications messages – they all sound and act the same.' And similarly, their study showed that of the top ranked 'decision drivers' for winning and losing in the B2B buying experience, thought leadership went from the #20 ranking factor in 2023 to the #3 ranking factor, after "I feel safe signing a contract with them" and "is known as being a good employer."

Sweeping, generic brand promises won't stand out to technical buyers if you can't prove your expertise.

## ***What should marketers do?***

Take the time to refine your corporate value propositions – what is your company truly an expert at solving? Define 2-3 of your specific technical differentiators, evangelize them throughout your organization, build up thought leaders to talk about these topics, and engage customers and third-party experts to share how you truly delivered with your expertise.

*\*Source: [https://info.dentsu.com/b2b-superpowers-index-2024?utm\\_source=dentsu&utm\\_medium=website&utm\\_term=insights&utm\\_content=B2B+Superpowers&utm\\_campaign=2024+dentsu+EMEA+UK+B2B+Superpowers](https://info.dentsu.com/b2b-superpowers-index-2024?utm_source=dentsu&utm_medium=website&utm_term=insights&utm_content=B2B+Superpowers&utm_campaign=2024+dentsu+EMEA+UK+B2B+Superpowers)*

# ABOUT THE SURVEY RESPONDENTS

Over one thousand qualified engineers and technical professionals across the globe responded to our most recent survey.

Participants were not required to answer each and every question, so sample sizes vary slightly question-to-question and are noted throughout for clarity. In some cases, we make comparisons to data from previous year(s) when the question was asked.

## Participants by JOB FUNCTION

(n = 1,133)

|                     |     |
|---------------------|-----|
| Engineering / R&D   | 82% |
| Technical Sales     | 8%  |
| Manufacturing Staff | 10% |

## Participants by PRIMARY INDUSTRY

(n = 1,024)

|                                                     |     |
|-----------------------------------------------------|-----|
| Electronics / Electronic Components / Semiconductor | 24% |
| Energy and Natural Resources                        | 20% |
| Automation                                          | 18% |
| Automotive                                          | 17% |
| Utilities / Utilities Infrastructure                | 17% |
| Process Technology                                  | 15% |
| Aerospace / Defense                                 | 15% |
| Communications and Networking                       | 15% |
| Chemicals / Materials                               | 13% |
| Medical Devices / Equipment                         | 11% |
| Academic / University                               | 11% |
| Food & Beverage                                     | 9%  |
| Life Sciences                                       | 5%  |

## ABOUT THE SURVEY RESPONDENTS

### Participants by **AGE**

(n = 1,132)

|              |     |
|--------------|-----|
| 25 and under | 2%  |
| 26 – 35      | 7%  |
| 36 – 45      | 14% |
| 46 – 55      | 21% |
| 56 – 65      | 37% |
| 66+          | 19% |

### Participants by **REGION**

(n = 1,132)

|          |     |
|----------|-----|
| Americas | 38% |
| Europe   | 34% |
| APAC     | 22% |
| Africa   | 6%  |

### Participants by **COMPANY SIZE** (# of EMPLOYEES)

(n = 1,132)

|             |     |
|-------------|-----|
| 1 – 250     | 58% |
| 251 – 500   | 8%  |
| 501 – 750   | 4%  |
| 751 – 1,000 | 4%  |
| over 1,000  | 26% |

## GlobalSpec

GlobalSpec is a provider of data-driven industrial marketing solutions designed to help companies promote their products and grow their businesses.

A robust audience of engineers and technical professionals relies on the GlobalSpec family of brands as a trusted resource for content, community, and engagement at all stages of the research, design, and purchasing process. Clients count on GlobalSpec to deliver deep industry intelligence, customized marketing programs, and measurable campaign performance.

For more information, visit [globalspec.com/advertising](https://globalspec.com/advertising).

## TREWMARKETING

TREW Marketing partners with engineering and highly technical companies to elevate their brand, engage their audiences, and generate new opportunities. Our annual research and decades of experience communicating complex technologies to targeted audiences make TREW a strategic marketing agency partner for companies looking to strengthen their business.

TREW's strategy-driven marketing services include branding and thought leadership, technical content creation, demand-gen campaigns and sales enablement.

For more information, visit [trewmarketing.com](https://trewmarketing.com).

## elektor

design > share > earn

Elektor is a global platform connecting engineers, developers, and electronics industry through expert knowledge, innovation, and hands-on applications. Since 1961, it has evolved from a pioneering magazine into a multimedia powerhouse offering publications, research, e-learning, and e-commerce.

With a strong presence in English, German, Dutch, and French, Elektor bridges the gap between theory and real-world applications. In 2024, it expanded into the European B2B electronics sector by acquiring European Business Press (EBP), strengthening its industry influence.

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