

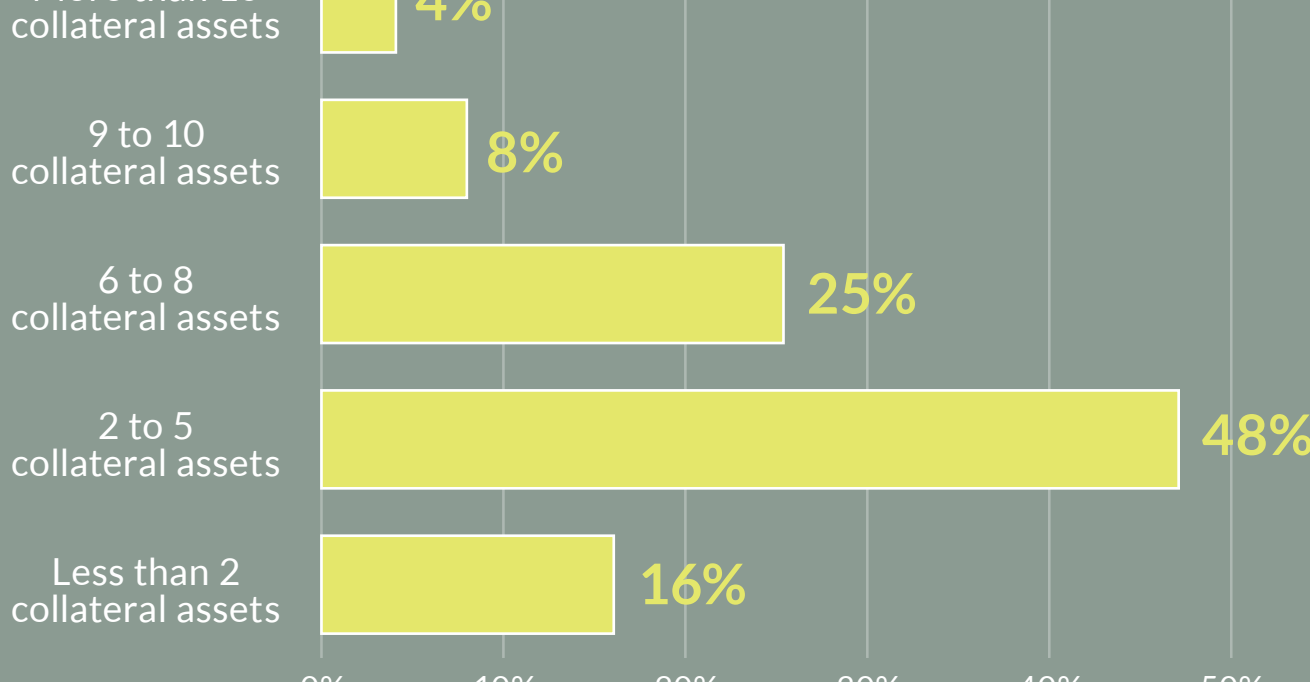
What Content Has the Most Clout?

In volume two of the Eccolo Media 2015 B2B Technology Content Survey Report, we ask technology buyers, from engineers to the c-suite, how much content they consume and what content they pay attention to the most.

Quality Not Quantity

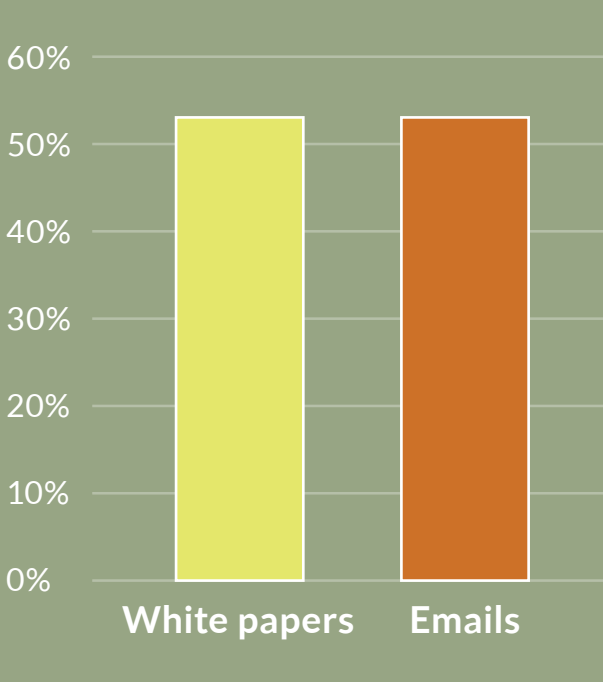
The more content we produce, the more likely it is to **fail**. Marketers have been good at producing large volumes of content, but not quality content and not the right types of content.

Most buyers, in fact, only consume 2 to 5 assets before they are ready to make a purchase.



Case in Point

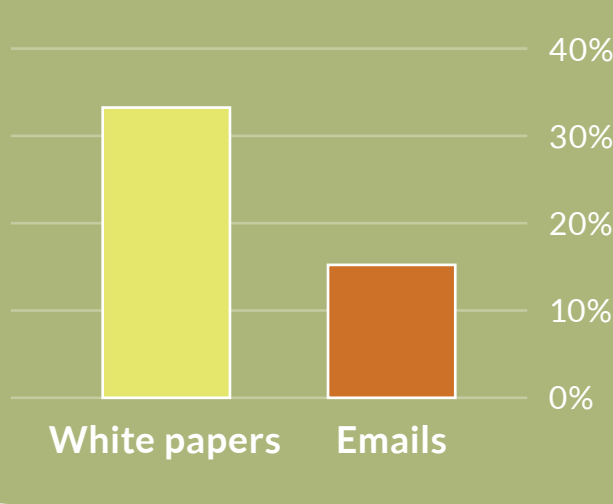
What should those assets be? Buyers reported they read the same number of emails as white papers.



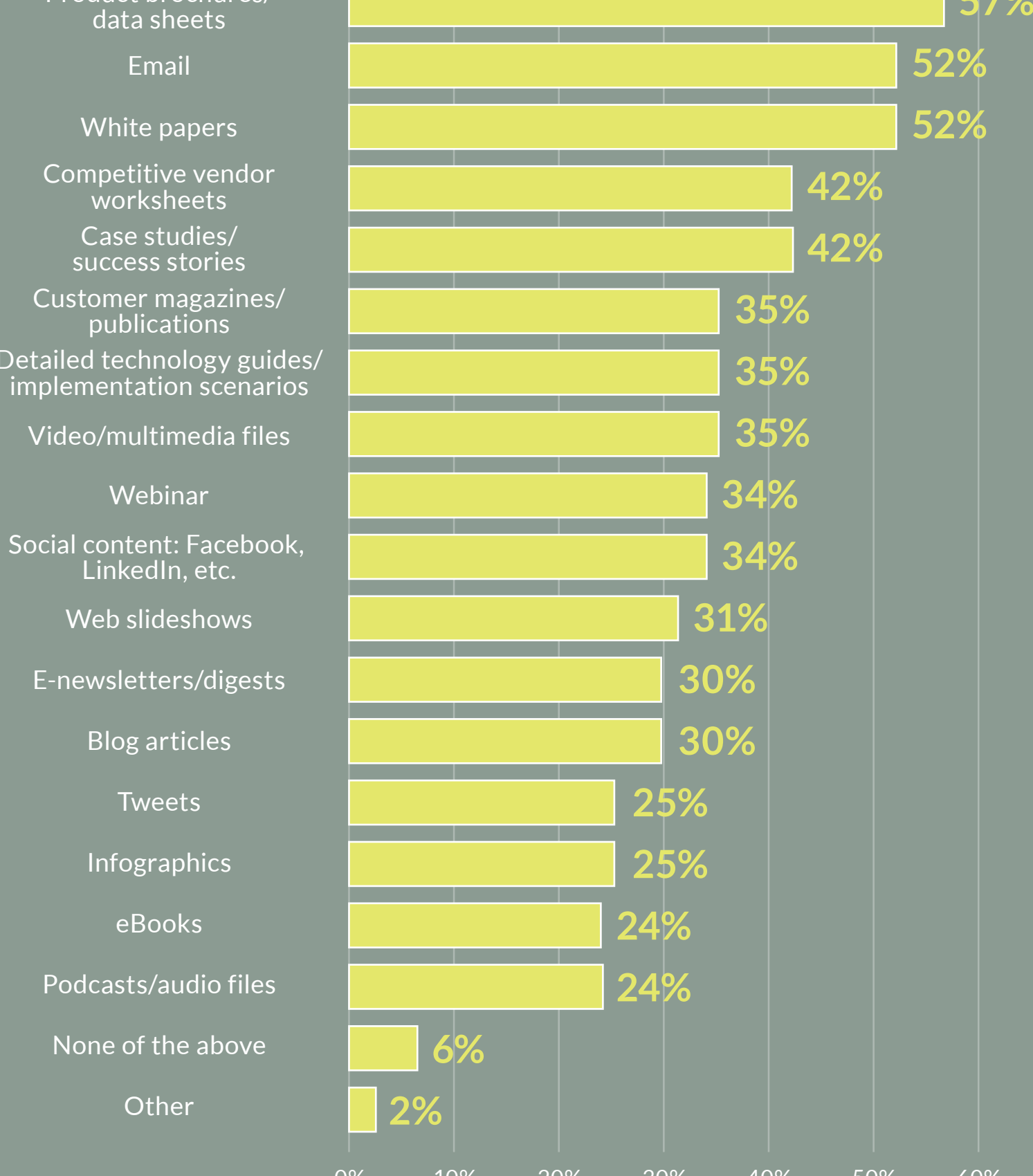
Write

White Papers

But when asked which of those two assets were more influential in their purchasing decision, they picked white papers by a large margin.

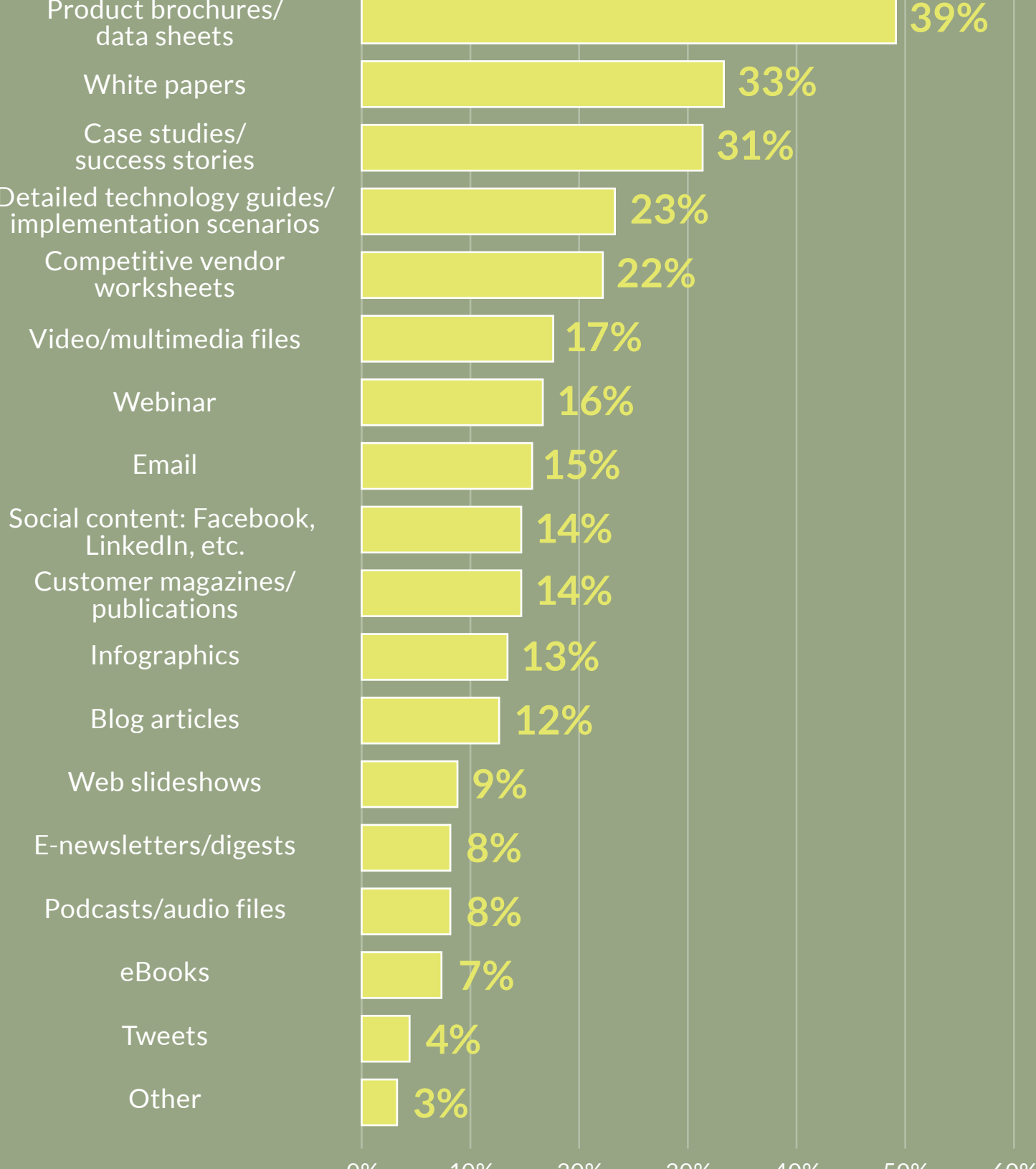


Now, let's look at the larger picture (or rather, graph). In the last 6 months, our survey respondents consumed these types of assets to evaluate a technology purchase.



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

But when respondents were asked to rank the top 5 assets they found most influential, they said:*



When building your content plan, consider assets that rank well for both consumption and influence with YOUR audience, based on their preferences. This is your target's personal content mix. Email us at info@eccolomedia.com to see an example of a personalized content plan.

* Each score is weighted, assigning 5 points to a rating of 1; 4 points to a rating of 2; etc. Scores are then aggregated to determine a weighted average for each category.

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%), managers (23%), directors (22%), vice presidents (10%), and developers (4%) from enterprises (34%), mid-market companies (36%), 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 exclusively on content strategy, planning, and implementation 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.

[Review Volume One: Sales Cycle—What Content Goes Where?](#)

[Review Our 2014 Survey Report](#)

Visit our Website at www.eccolomedia.com.

Follow us on: [f](#) [t](#) [in](#)