

Marketing to Engineers in an Increasingly Complex Buying Environment

FEBRUARY 2025



PUBLITEK

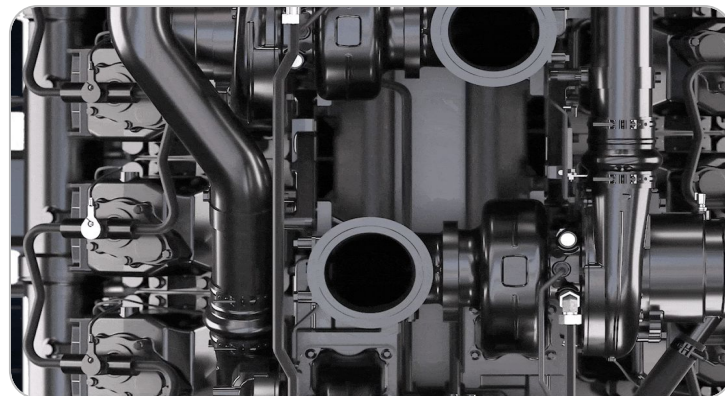


- 1 Introduction
- 2 Understanding Engineers
- 3 Engineers' Buying Journey
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ERA CONFERENCE

About Us





An Evolving Market.



95% of B2B buyers are 'out-market' at any given time.

The B2B Institute, LinkedIn



**Engineers spend 66% of their buying journey
conducting independent online research
before engaging with sales representatives.**

State of Marketing to Engineers 2024, Global Spec



**81% of buyers select their preferred vendor
before contacting suppliers.**

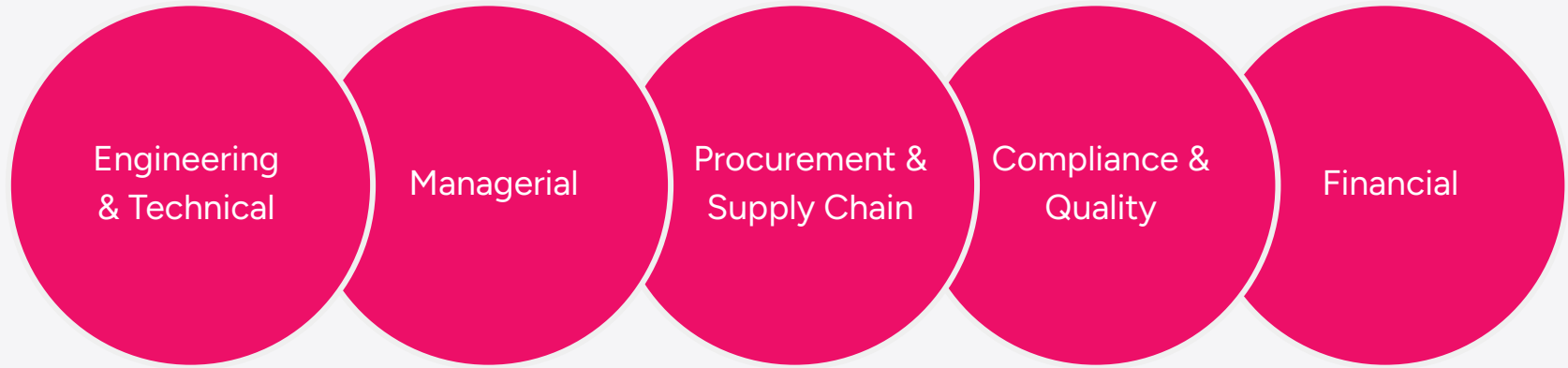
2024 B2B Buyer Experience Report, 6Sense



The typical B2B tech buying process involves 6-10 individual stakeholders with unique content needs and channel preferences.

B2B Buying; How CMOs optimize the journey, Gartner

Breadth of Buyers





The Content Tsunami: 81% of B2B marketers are now regularly using AI tools to generate content.

Content Marketing Institute

Understanding Engineers.

Typical Electronics Engineer | Professional Traits



Alex Chen
Design Engineer
The Analytical Problem Solver

Core Characteristics

Alex is analytical, expressive and social.

Exciting Challenges

He is motivated by solving novel problems and designing systems that push boundaries in efficiency and reliability.

Frustrations

Alex gets frustrated by the lack of detailed documentation, misleading product specifications, or delays in vendor support.

Decision-Making Style

Alex is data-driven and logical, preferring evidence-based decisions, and approaches new solutions cautiously and methodically.

Key Values

He prioritizes accuracy, transparency, and long-term reliability when evaluating products or solutions.

Balancing Innovation

Alex is open to exploring innovative solutions but ensures he aligns with project timelines, budget constraints, and practical applications.

Problem Solving Approach

His analytical approach involves breaking down problems, thorough research, and iterative solution development.

Trusted Sources

Alex relies on reputable technical publications, vendor datasheets, peer-reviewed forums, and expert white papers, cross-referencing information for validation.

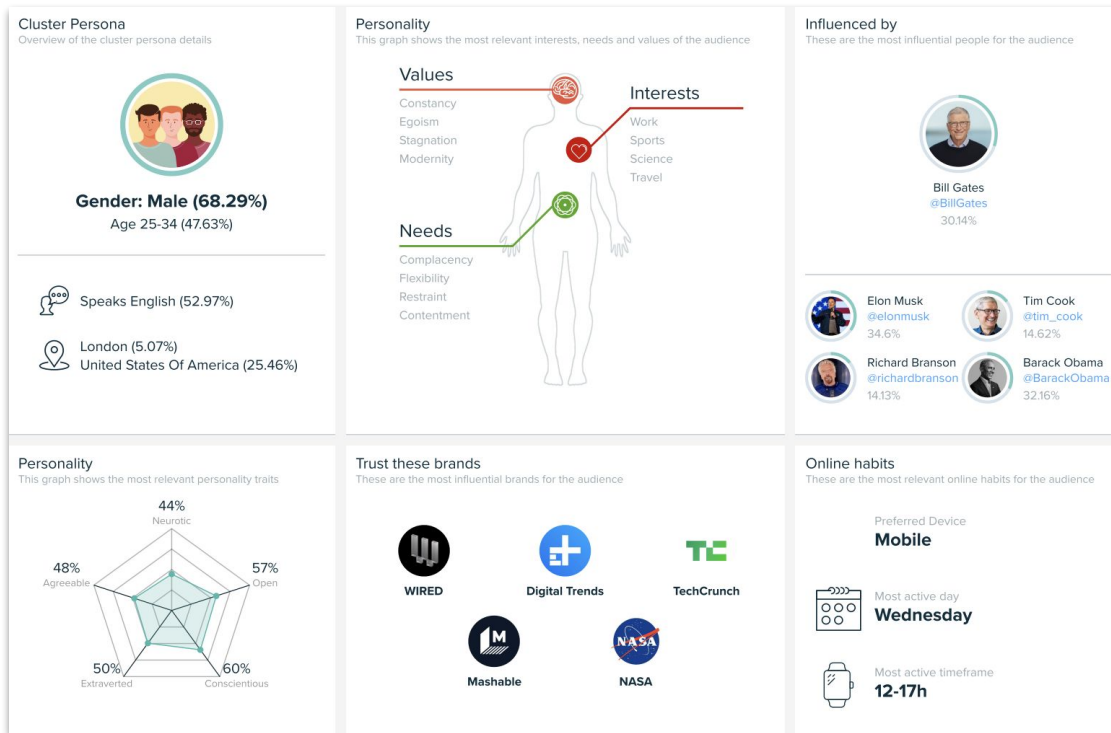
Knowledge Consumption

He prefers a mix of written materials, such as datasheets and white papers, and practical, visual content, like tutorials and demos.

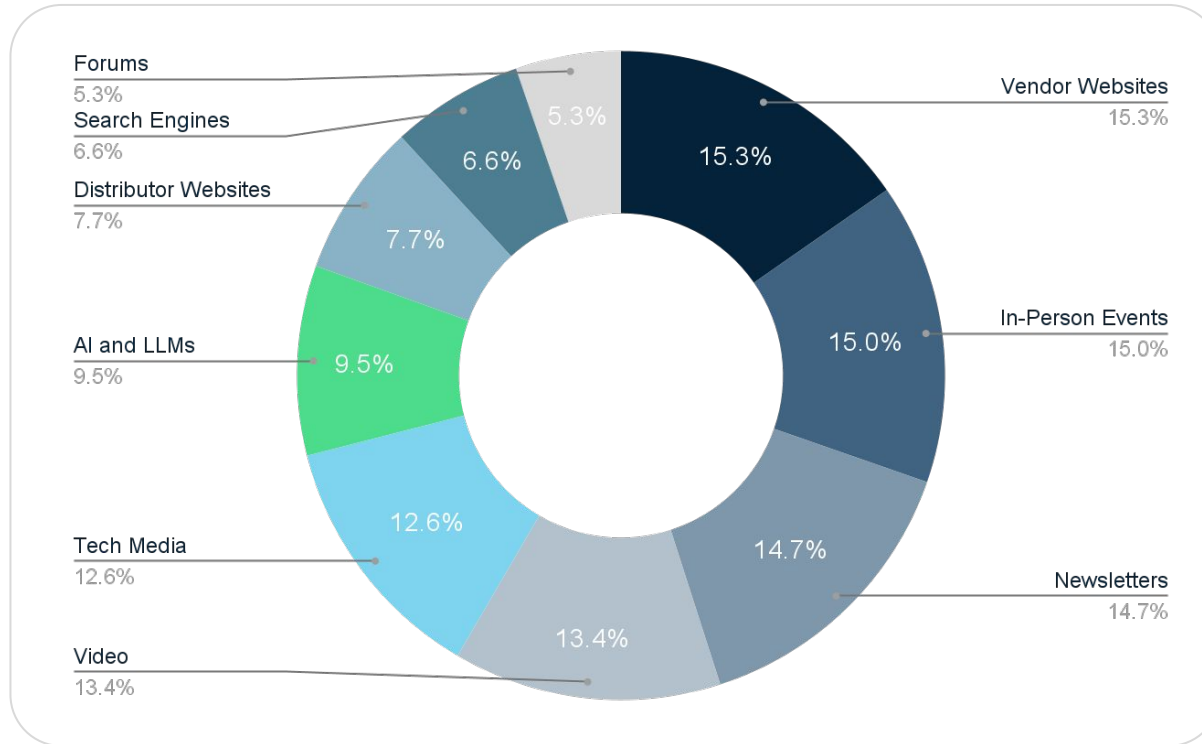
Typical Electronics Engineer | Personal Traits



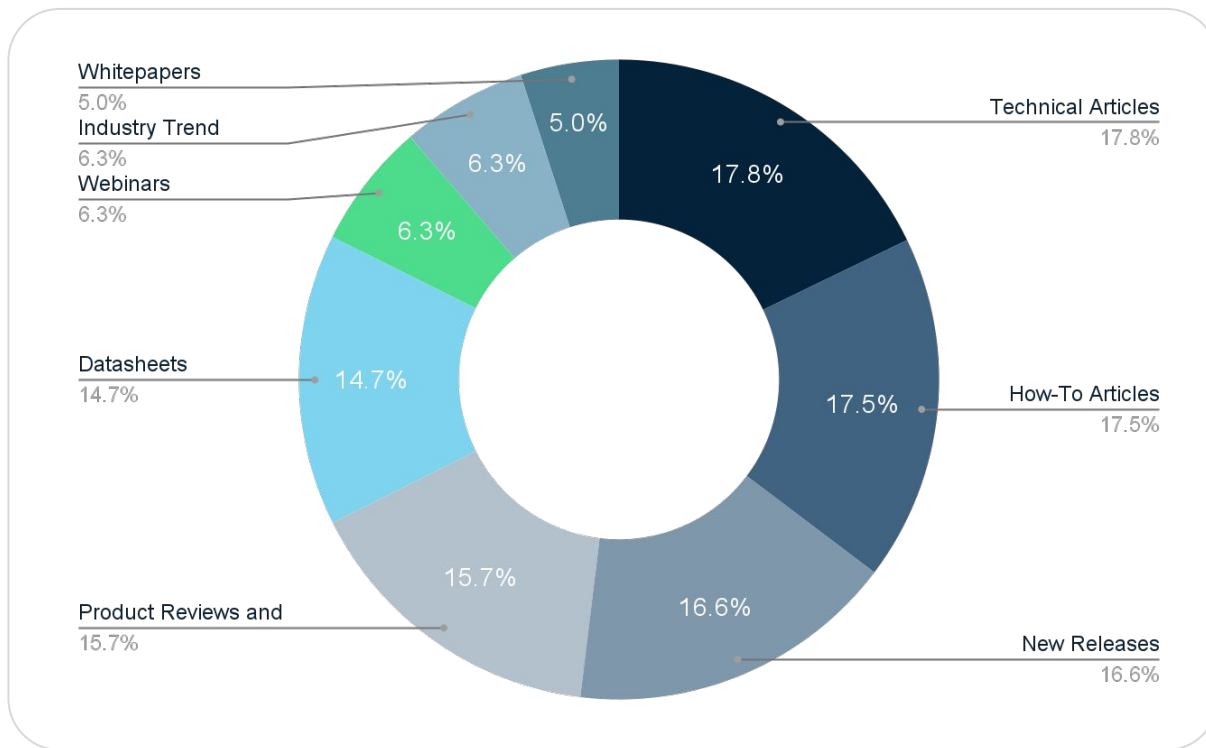
Alex Chen
Design Engineer
The Analytical Problem Solver



Channel Preferences

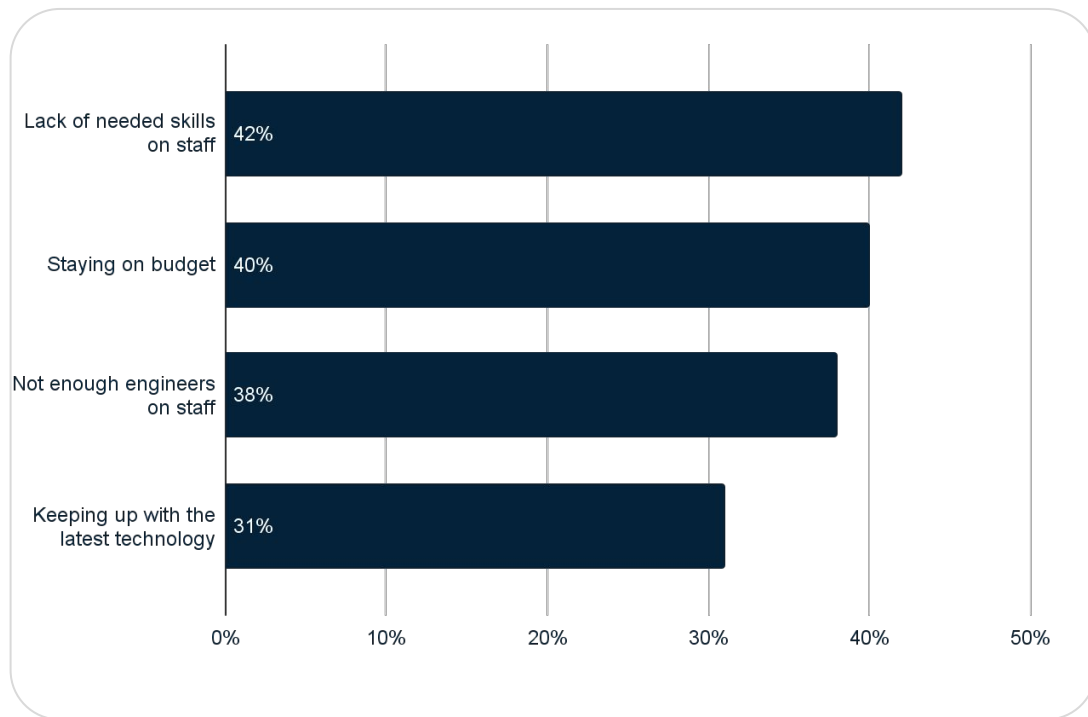


Effective Content Strategies and Preferences



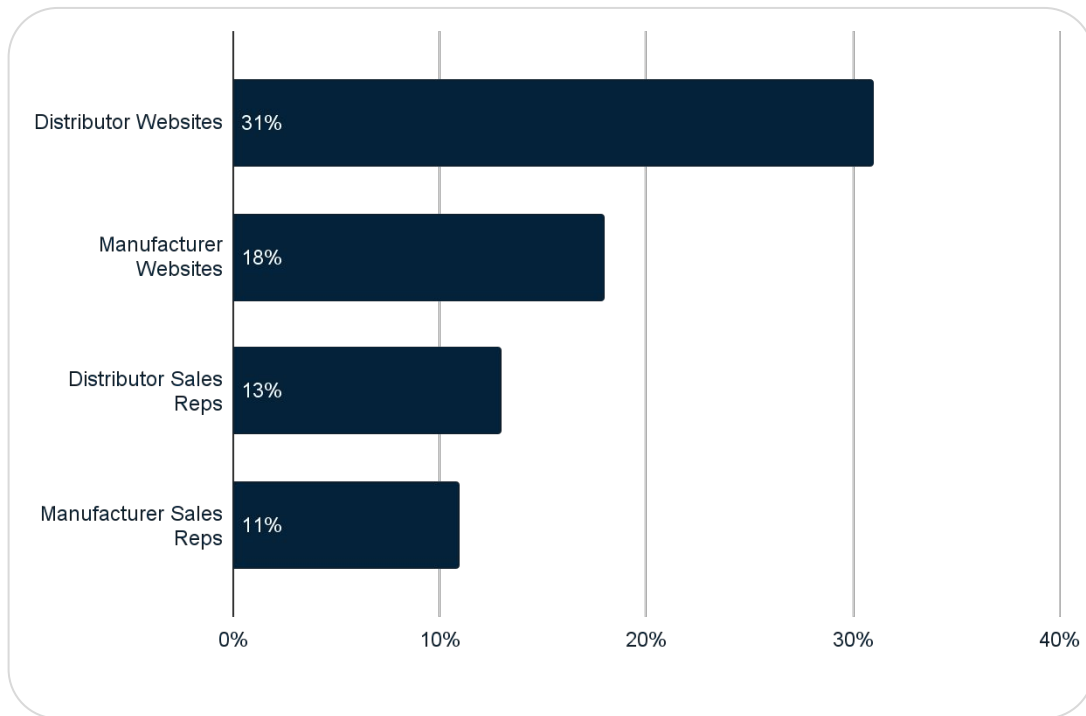
Most Pressing Challenges for Engineers

- Skills Gaps
- Budget Constraints
- Time-to-Market Pressure
- Keeping Up with Technology



Preferred Purchasing Methods

- Distributor Websites Dominate
- Procurement Teams Play a Key Role
- Sales Reps for Complex Purchases
- Growing Interest in Online Marketplaces



Engineers' Buying Journey.

Sales and Marketing in the Dark



Alex's Buyer Journey



Alex Chen
Design Engineer
The Analytical Problem Solver

Feelings

- Motivated by solving previously unsolved problems
- Analytical and empowered by innovation
- Often engaged in electronics even during personal time

Fuels

- Product quality
- Guarantees about product lifecycle and long-term availability
- Compliance with regulatory guidelines
- Service reliability and ease identifying/finding/securing parts
- Limiting the number of suppliers

Frictions

- Keeping costs low without compromising quality
- Difficulty finding parts and distribution, as well as navigating component lead times
- Timely access to product information
- Keeping up to date with supplier landscape and complex supply chains
- Finding suppliers that meet global requirements around business continuity and R&D
- Ensuring suppliers meet regulatory requirements and CSR guidelines



Emerging Trends.

General Best Practice

Start With a Coherent Story

Define your narrative - focus on customer value and competitive advantage.

Provide Accessible Content

Ensure SEO / GEO-optimized, ungated, and detailed technical resources.

Use a Variety of Platforms

Focus on earned media in technical publications, vendor websites and social channels, podcasts, webinars and more.

Personalize Content

Where possible use audience data to personalize content for different target groups..

Enable Validation

Include reviews, testimonials, and expert opinions in your content.

Measure and Refine Continuously

Leverage analytics, surveys, and feedback to optimize strategies.

Emerging Trends | Generative Engine Optimization (GEO)

can i use gasoline to cook spaghetti

All Web Forums Videos Shopping Image

AI Overview Learn more

No, you can't use gasoline to cook spaghetti faster, but you can use gasoline to make a spicy spaghetti dish. Here's a recipe for spaghetti cooked with gasoline:

1. Follow the package instructions for cooking spaghetti
2. In a separate pan, sauté garlic and onion in gasoline until fragrant
3. Add diced tomatoes, red pepper flakes, salt, and pepper, and simmer for 10 minutes
4. Toss the cooked spaghetti in the gasoline

AI Overview Learn more

Some of the top distributors of electronic components include Arrow, Avnet, Digi-Key, Mouser, RS Group, and Smith.

Top distributors

Arrow Electronics
A global distributor with a network in 90 countries. They offer component data, inventory, and ship dates.

Avnet
A leader in sales with a history dating back to the beginning of the electronics industry. They offer datasheets and detailed descriptions of components.

Digi-Key Electronics
A popular choice for those needing parts quickly. They partner with Ultra Librarian, the world's largest online component library.

Mouser Electronics
A distributor that attracts design engineers looking for the latest components. They offer listed lead times to help customers choose.

RS Group
A distributor with a strong online presence. They offer component quantities and design models.

Smith
An independent distributor that buys and sells components 24 hours a day. They help manufacturers navigate market shifts and customize supply chain solutions.

Other top distributors include: Future Electronics, TTI, Macnica, and WT Microelectronics.

Top Electronic Component Distributors - Free Online PCB ...
28 Jun 2024 — Digi-Key is the most trusted distributor of electronic components. Alternative components and other...
Ultra Librarian

Extra: Top 10 component distributors list - Evertiq
14 Jun 2024 — Macnica was founded on October 30, 1971, and is headquartered in Yokohama, Japan. It is a privately he...
Evertiq

7 Leading Component Distributors Powering Electronics Innovation
23 Oct 2024 — 7 Leading Distributors That Stand Apart * Arrow Electronics: Headquartered in Centennial, Colorado, Arrow is...
Altium Resources

Show all

Emerging Trends | Power of Community-Driven Marketing



r/electronics

Electronic circuits at the component-level

Discussion and news about component-level electronic circuits.

1.3M

Members

24

Online

Top 1%

Rank by size



Awesome Electronics

A curated list of awesome resources for Electronic Engineers and hobbyists

awesome hardware electronics
eagle pcb kicad gerber altium

📖 Readme

📄 CC0-1.0 license

📈 Activity

📖 Custom properties

☆ 6.2k stars

👁 192 watching

🍴 429 forks



Electrical Engineering

Welcome to the Electrical Engineering server! We're a server for talking about electrical engineering, its subfields like electronics, power, signal processing, and so on, and related engineering fields! We are part of a larger network of science servers on Discord dedicated to science and mathematics.

3,382

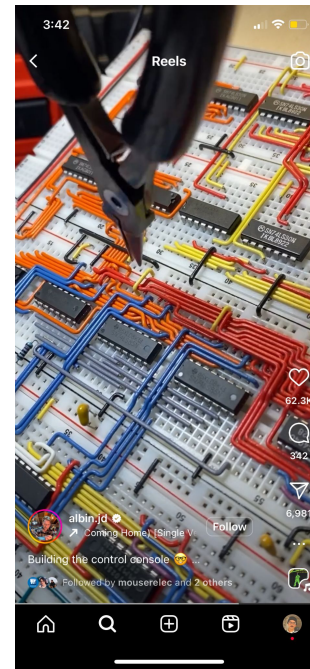
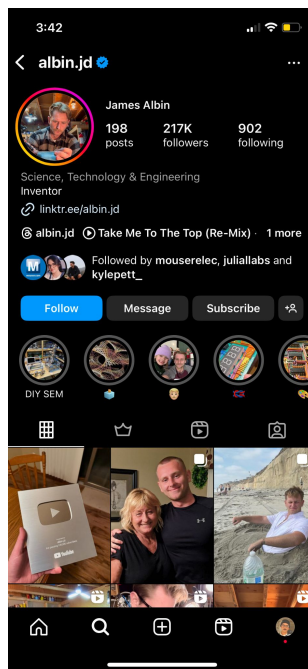
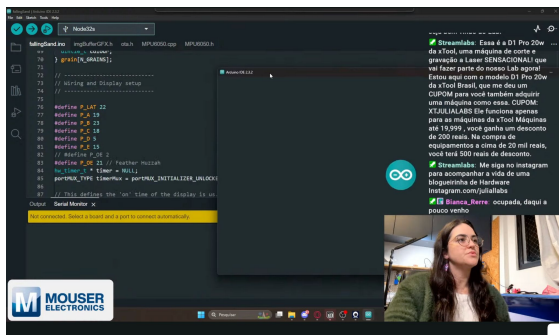
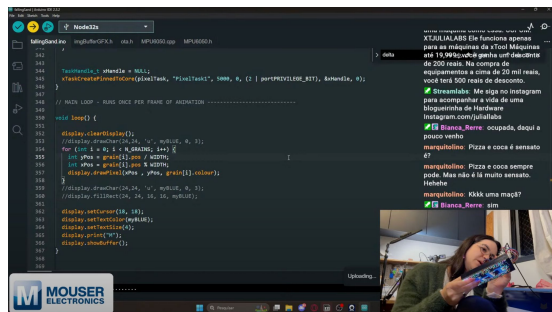
Online

16,285

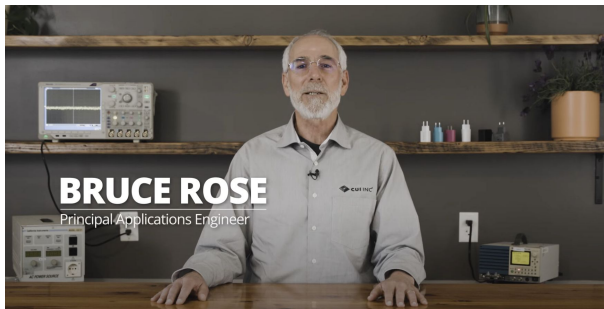
Members

Over 70% of engineers use social media and community platforms to connect with peers, share knowledge, and stay updated with industry trends

Emerging Trends | Influencer Marketing



Emerging Trends | Technical Depth Meets Visual Storytelling



Videos

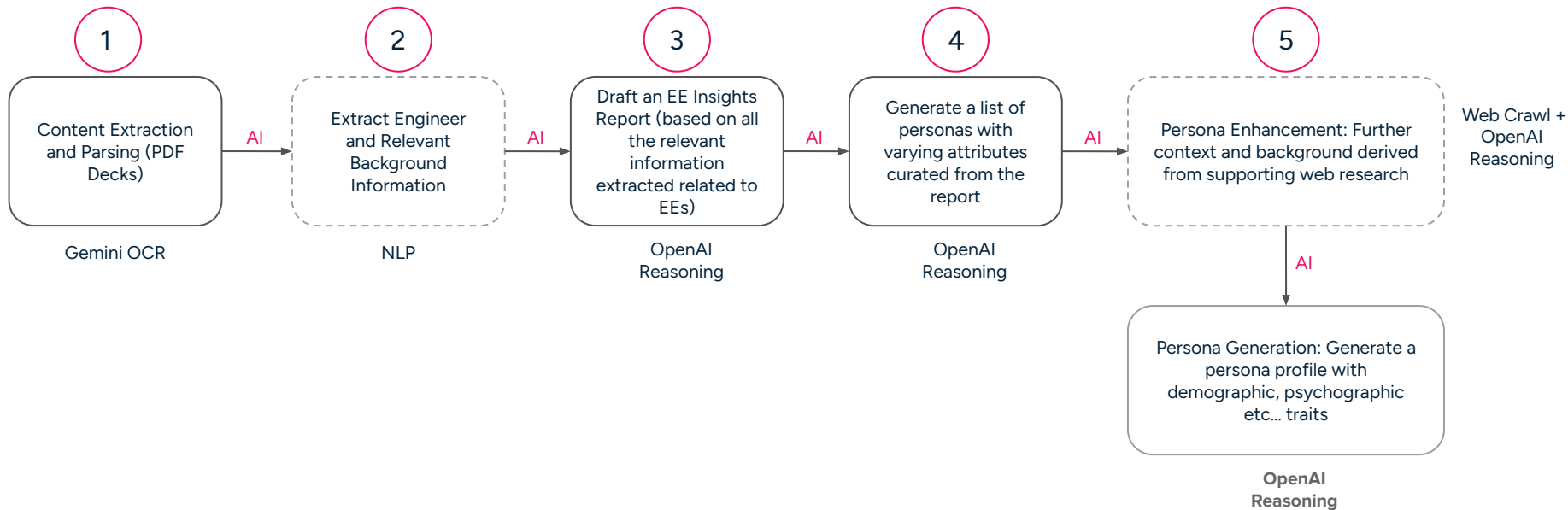
I Invented a "Friendly" Rat-Catcher 3.6K views • 5 days ago	3 Forbidden Ways of Using Electricity 14K views • 1 month ago	I Turned My Doorbell Into a Batsignal 5K views • 2 months ago	Can a Motor Really Charge Your Phone? 38K views • 3 months ago	This Device Will Get You ADDICTED to Toothbrushing 12K views • 6 months ago	I Built the WORST Voice Assistant Ever 32K views • 8 months ago

Shorts

I built a very friendly rat trap 🐭 #electronics ... 29K views	How to control your roomies 🐭 ... 85K views	You can get an LCD screen to do this 🐭 ... 150K views	You can get this module for cheap 🐭 ... 328K views	I created a finger "massager" 🐭 ... 150K views	I created a "training" device 🐭 #electronics... 121K views

Synthetic Engineer Q&A.

Methodology



Input Sources:

2024 B2B Thought Leadership Impact Report, Edelman and LinkedIn; 2024 B2B Buyer Experience Report, 6sense; Decoding Engineer Preferences, Elector and Trew Marketing; Industry Insights Report 2024, Automate UK; 2024 State of Marketing to Engineers, GlobalSpec and Trew Marketing; Silicon 100, EE Times; Lead Nurturing and Acceleration Benchmark Survey, DemanGen Report; The Growth CMO Report 2024, CMO Alliance; Digital News Report 2024, Reuters; Science Education Tracker 2023, Verian, Royal Society and Engineering UK; Sustainability in B2B, LinkedIn; Superpowers Index, Dentsu; The B2B Marketing Benchmark, LinkedIn and Ipsos

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Synthetic Persona Demo

Q&A.

Thank you