

11 ways to make technology marketing memorable

1 Be liked, rather than clever

A golden rule: no matter what story you tell, make your buyer the hero. Your tech may well be the greatest thing since sliced silicon, but bombarding your audience with facts and figures about its brilliance will leave them feeling bewildered. Focus on all the ways it will solve people's pain points and it'll make them feel like they're the clever ones for choosing you, building love for your brand.



2 Invest in branding

People are creatures of habit and will instinctively trust a familiar name over your unknown brand. The only way to get inside people's heads and stay there long enough to be considered is by investing in branding initiatives. This should be at least 50% of your marketing spend to have true long-term sales impact.



3 Create a brand character

B2B marketing lags B2C in creativity, often relying on clichéd stock imagery and dry content programmes aimed solely at generating leads. Introducing a brand character – or a 'fluent device' – provides a distinctive and instantly recognisable visual cue that captures people's attention and lodges in their minds. Like a talking unicorn, perhaps? Just saying.



4 Don't ape the competition

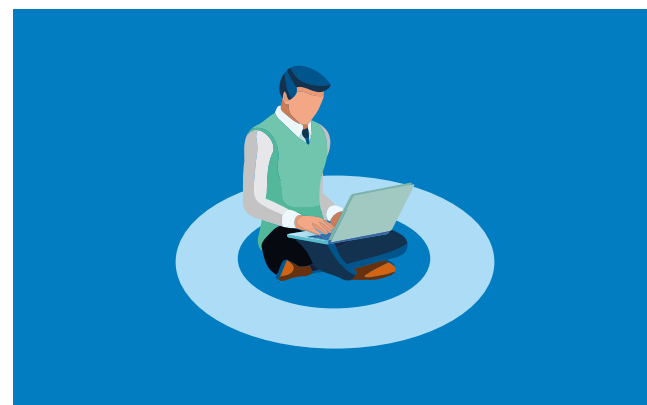
In a crowded space with thousands of tech brands jostling for attention, looking like your competitors is a no-no. It's tempting as an up-and-coming brand to mirror the category leaders to borrow some credibility, but do you really want to be mistaken for someone else? Your branding has one job – to create immediate visual distinction and convey meaning that's relevant to you, and you alone.

5 Appeal to all the senses

The more of your audience's senses you can engage, the greater the chance of creating a lasting memory of your brand. Every B2B technology business should have a brand film that succinctly explains their place in the world and why their audience should care. A film might seem expensive compared to other types of content, but it's an investment in telling your story that will deliver value for years.

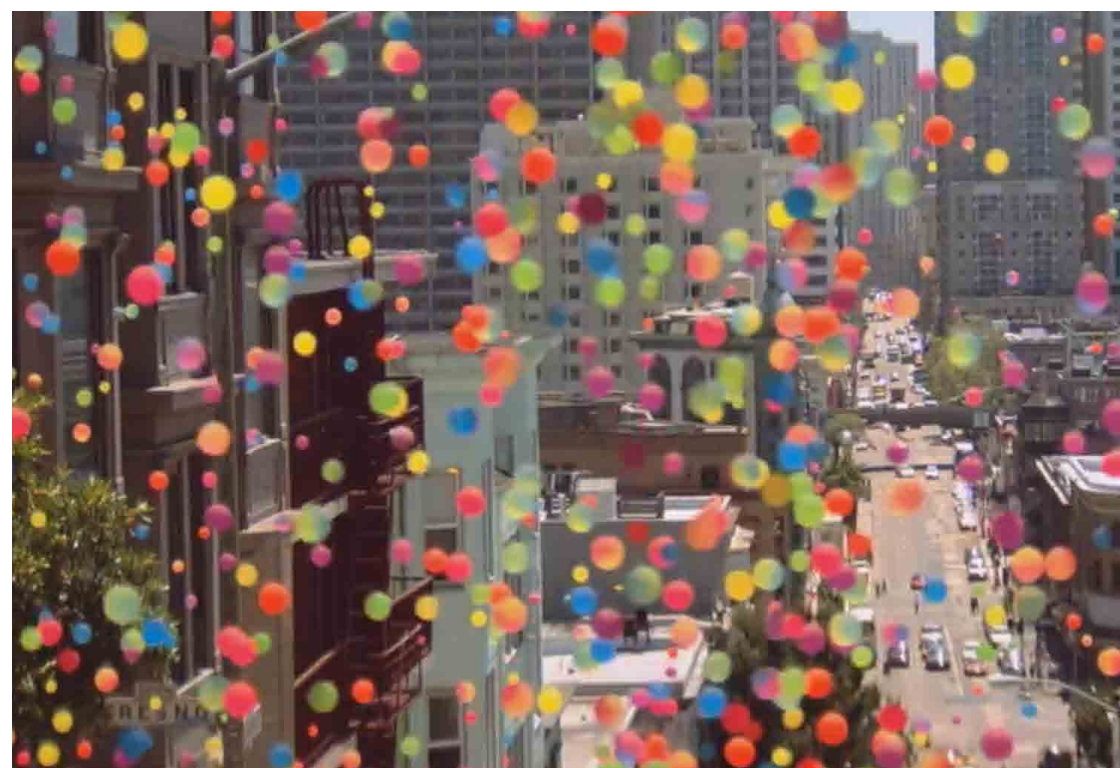
6 Embrace the nonsense

The best ideas don't have to make complete sense. We remember the unexpected stuff – the thing that shouldn't be there. **Where's the logic in throwing multicoloured balls down a street to advertise a TV?** Or using a drumming gorilla to market chocolate? It's in there somewhere, but the memorability comes from the fact it doesn't make sense in a rational world. The best ideas don't have to make sense, not immediately. That's where their magic lies.



7 Make it meaningful

Infuse your assets with meaning and they will be more memorable. For our **Circle of Trust campaign for Okta**, the circle became a simple but distinctive visual symbol of Okta's purpose: building trust through security. Rather than tweaking colour and typefaces, think bigger and use branding that will act as a shortcut to recognising and remembering your brand.



8 Choose unexpected champions

Who loves your brand? You've probably got case studies for that coming out of your ears. Here's another thought: who should love your brand? For Lenovo's ThinkPad, we imagined it would be Father Christmas, who appreciated its reliable performance in testing conditions. **For SAP we contrasted two businesspeople running side by side on treadmills** at very different speeds, representing great CX vs legacy CX.

9 Make your branding sing

Musical branding is underrated. Few of us would likely have cared two hoots about who made the processing chips within our computers – but we've all heard of Intel and remember that distinctive 4-note chime. For SEMRush, **we created a rapping fireball** to deliver some otherwise straight product benefits. Even technology facts can be fun when delivered in an unexpected way.



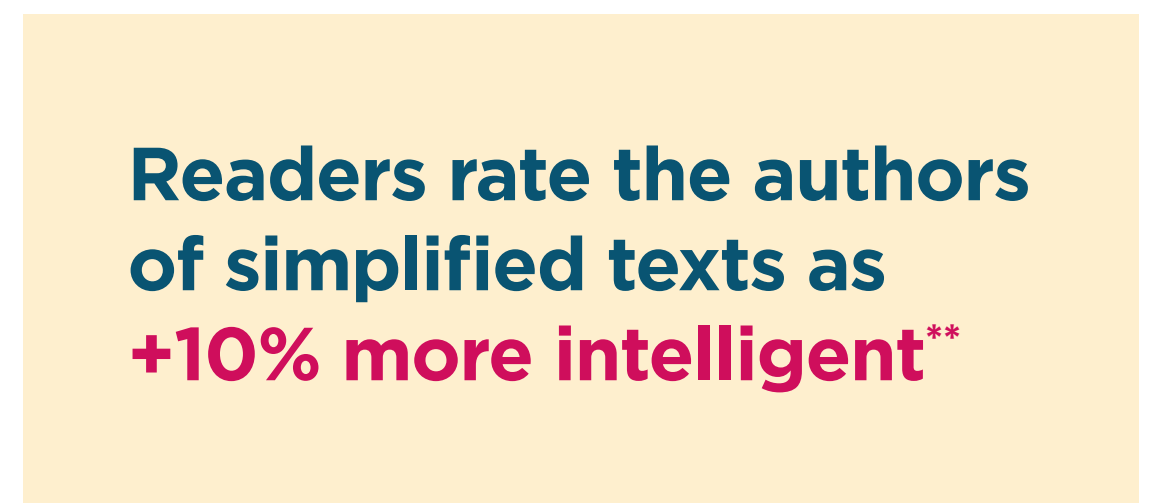
10 Be human

Pretty much every business has this in their brand guidelines, but few practise what they preach. Adding a human element to your marketing is powerful. That could be visual – for the B2B Marketing Awards in 2020, **we introduced a range of superhero characters**, the Giants of B2B, followed by 2021's theme of Big Shoes to Fill. Or it could be through words. Which brings us to...



11 Write simply, win trust

It's an easy trap to fall into: big words make us sound important. But interestingly, the simpler the words you use, the more intelligent people perceive you to be. It's also perfectly possible to be friendly and conversational, but professional at the same time. Avoid complex terminology and off-putting business speak and win your reader's trust with simple messaging that shows empathy for their pains – which your products eradicate.



*Source: Toprankblog.com
**Source: Marketing Week

The LogicLogicMagic approach

Our name sums up our approach to delivering marketing with impact. Most marketing communications are LogicLogicLogic – they make sense, are easy to commission, but are unmemorable because they contain nothing unexpected. Add in an element of magic and you have the formula for memorable creativity, one we've used successfully in over 50 B2B and B2C creative campaigns.

Ready to build your audience and drive growth?

LogicLogicMagic®