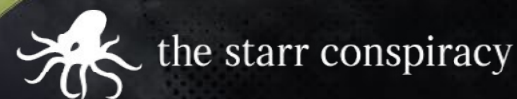


2022

WORK TECH MARKETING OUTLOOK

Survey findings on marketers' expectations, budgeting, and trends for the year ahead.





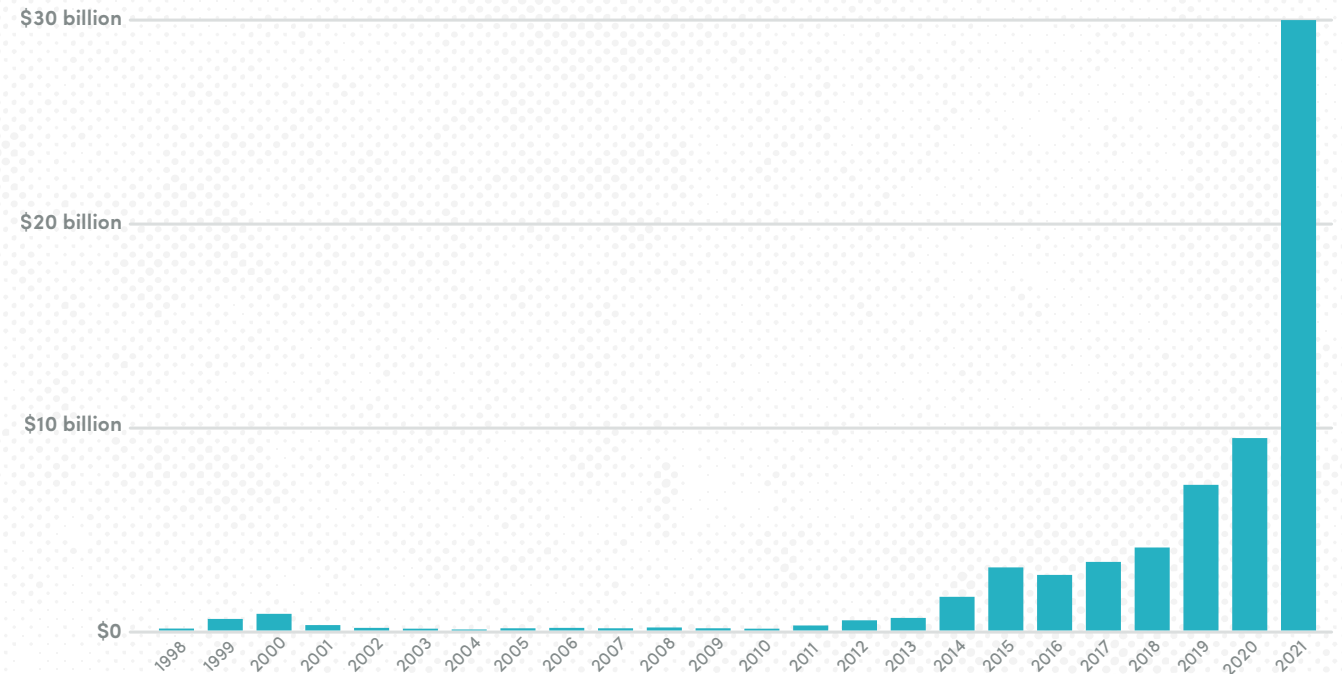
Optimism and Opportunities Abound for 2022

As the world of work dramatically shifted in the wake of the global pandemic, Work Tech companies saw fortunes change as well.

PENT-UP DEMAND UNLEASHED AS AN UNPRECEDENTED SURGE IN BUYING BEGINNING IN LATE 2020, WHICH CONTINUED INTO 2021.

Dollars followed trends, investors took notice, and from the start of Q4 2020 through the end of 2021, more investment flowed in Work Tech companies than from 1998 until the end of Q3 2020 combined.

Work Tech Investment: 1998–2021



SOURCE: The Starr Conspiracy, CB Insights, Dow Jones



Of course, uncertainty continues to cloud the global economic outlook as COVID-19 variants continue to emerge, supply chains struggle, and talent remains tight.

In spite of any negativity, The Starr Conspiracy's survey of **more than 400 Work Tech founders, executives, and sales and marketing leaders** found a strong sense of optimism heading into 2022.

9 OUT OF 10

Respondents expect to grow in 2022 in spite of any macroeconomic weakness.





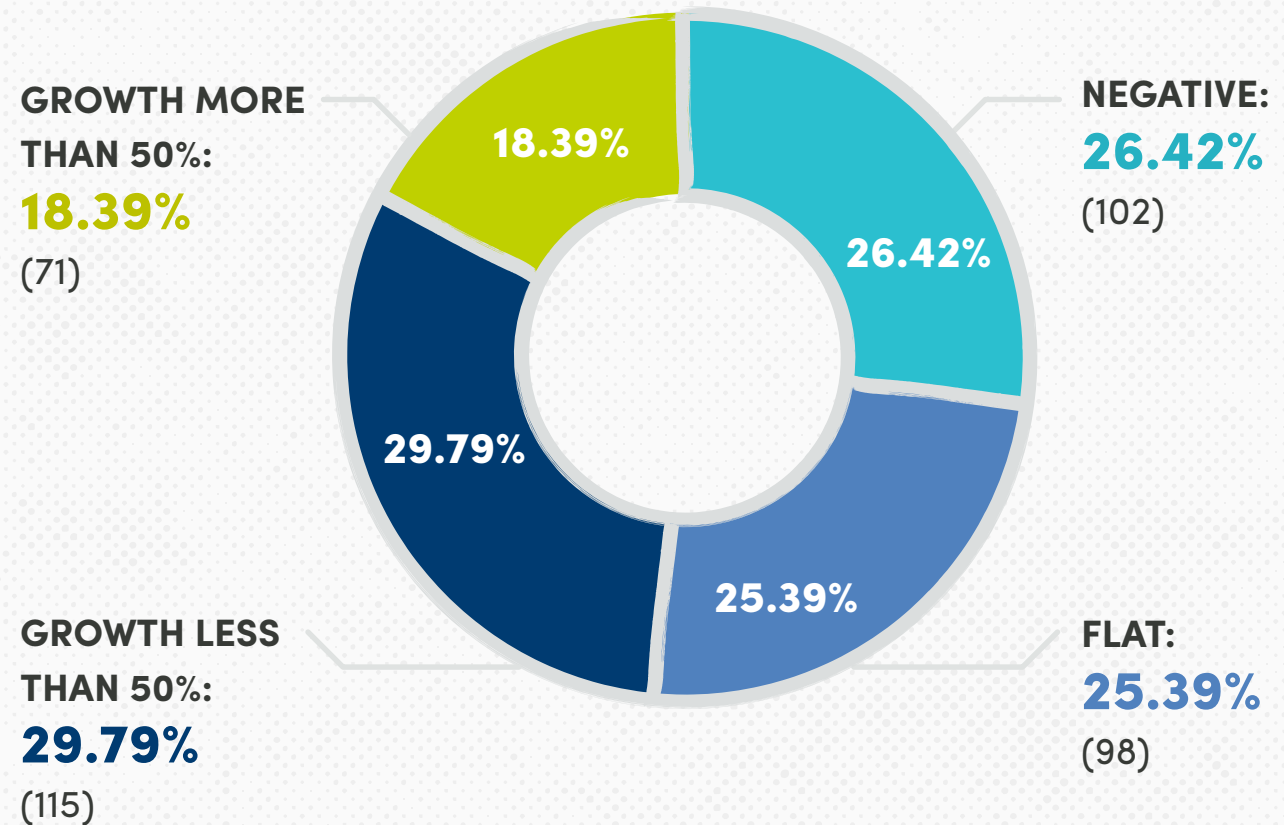
HOWEVER, THE RISING TIDE DID NOT LIFT ALL THE BOATS.

A slim majority of respondents (51.8%) said in November 2021 that they expected to be flat or negative in top-line revenue growth for the year.

Which led us to wonder:
What were the leaders doing differently from the laggards?

THE DATA WAS REVEALING.

Q: What is your company's expected top-line revenue performance?





Leaders vs. Laggards:

KEY DIFFERENCES

LEADERS WERE MORE LIKELY TO BE
LARGER AND **LATER STAGE**.

LEADERS WERE MORE LIKELY TO BE
RUNNING A **PROFIT STRATEGY** VS. A
GROWTH STRATEGY.



LEADERS

32%

31%

32%



LAGGARDS

10%

58%

10%

250 employees
or more

Seed or
pre-seed

vs.



Leaders vs. Laggards:

THE KEY DIFFERENCE

BOTH GROUPS PROJECT
DRAMATIC GROWTH.

HOWEVER, FAR MORE OF THE
LEADERS ARE **INCREASING**
MARKETING INVESTMENT IN 2022.



LEADERS

52%

What percentage of growth is your company projecting for 2022?

68%

What expectations do you have for increasing your marketing budget in 2022 compared with 2021?



LAGGARDS

57%

46%



This begs the question:

IF YOU AREN'T INCREASING YOUR
MARKETING INVESTMENT, HOW EXACTLY
ARE YOU EXPECTING TO GROW?





FINDINGS & HOT TAKES





Marketing Investments

WHERE ARE LEADERS INVESTING?



TOP 3 AREAS FOR INCREASED MARKETING BUDGET:

55.4% content, **51.9%** sales enablement, **51.6%** paid media



TOP 3 AREAS FOR DECREASED MARKETING BUDGET:

13.2% research, **9.8%** live events, **9.3%** website

WHERE ARE THE LAGGARDS INVESTING?



TOP 3 AREAS FOR INCREASED MARKETING BUDGET:

36.5% paid media, **34.8%** content, **32.2%** martech

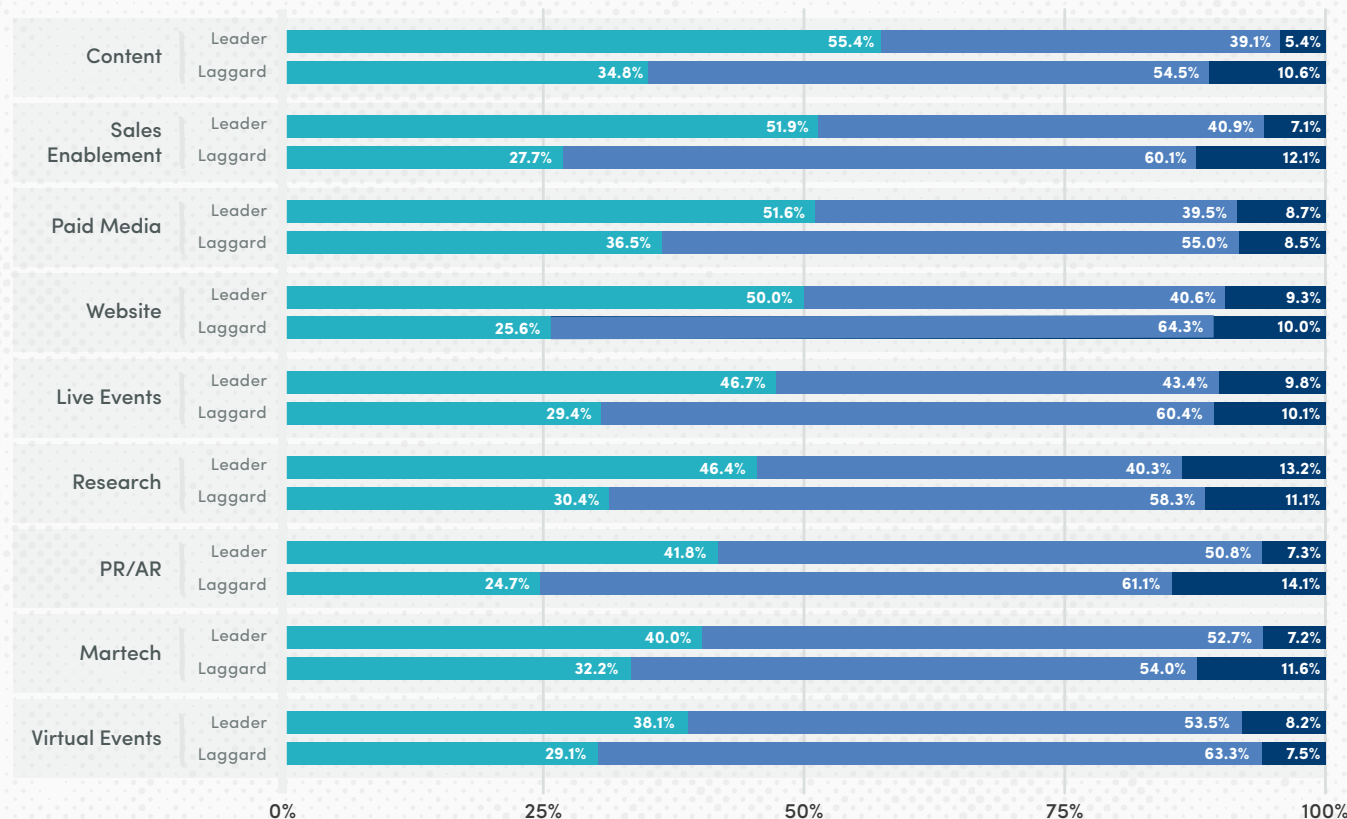


TOP 3 AREAS FOR DECREASED MARKETING BUDGET:

14.1% PR/AR, **12.1%** sales enablement, **11.6%** martech

Q: What expectations do you have for your marketing budget in 2022 compared with 2021?

■ INCREASE ■ STAYS THE SAME ■ DECREASE



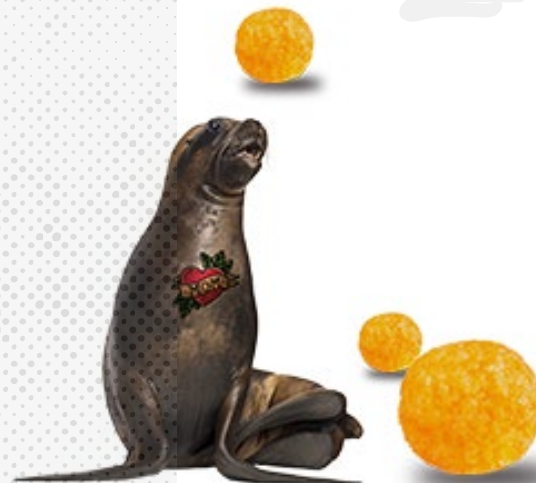


Our Hot Take:

MARKETING INVESTMENTS

It's not a surprise that sales enablement is a top area of investment for leaders. Leaders are larger, later-stage companies that are looking to support their sales teams. The laggards are earlier stage and are still building out inbound marketing engines.

**HOWEVER, THERE'S
SOMETHING MORE AT PLAY.**



Today, there are two kinds of Work Tech marketers:

1

**THE ONES WHO ARE INVESTING IN MARKETING
TO SUPPORT OUTBOUND SALES INITIATIVES.**

2

**THE ONES WHO STILL BELIEVE INBOUND
MARKETING ALONE IS ALL THAT IS NEEDED.**



**DON'T GET US WRONG.
WE STILL BELIEVE IN
INBOUND MARKETING.**

It's just that the investment money flooding the market has increased the noise, driving up CPLs and decreasing conversion rates.

More companies are investing heavily in outbound to fuel the growth they need.

Investments across the board to help sales teams not just connect with prospects but engage with them will be essential in 2022.



Areas for Improvement in 2022

TOP 3 AREAS WHERE LEADERS SEE OPPORTUNITY FOR IMPROVEMENT IN 2022:

39% sales enablement

36% account-based marketing

35.4% content/thought leadership

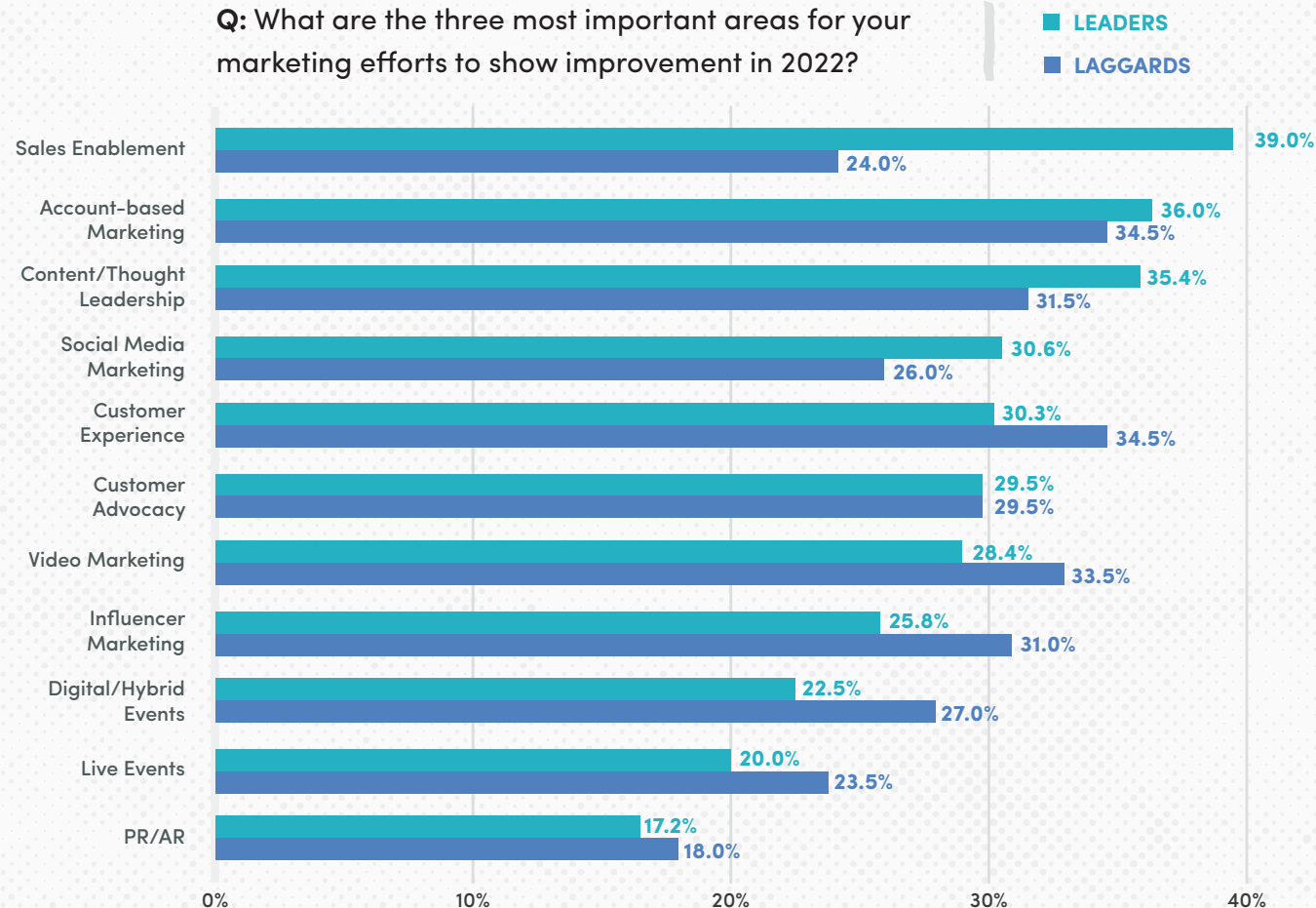
TOP 3 AREAS WHERE LAGGARDS SEE OPPORTUNITY FOR IMPROVEMENT IN 2022:

34.5% account-based marketing

34.5% customer experience

33.5% video marketing

Q: What are the three most important areas for your marketing efforts to show improvement in 2022?





Our Hot Take:

AREAS FOR IMPROVEMENT IN 2022

**BOTH GROUPS SEEM TO
BE FOCUSED ON THE
RIGHT THINGS.**

Everybody agrees that account-based marketing (ABM) is an area of opportunity, but what you need to support ABM varies depending on your size and level of sales and marketing maturity.

The leaders are bigger, later-stage companies with larger sales teams and need to support more sophisticated and personalized ABM strategies.

**INVESTING IN SALES ENABLEMENT AND CONTENT
MAKES SENSE TO SUPPORT THESE EFFORTS.**

The laggards are smaller and earlier stage. They need to be more agile and scrappy to keep up with the volume of content needed to support ABM.

**FOCUSING ON CUSTOMER EXPERIENCE AND
VIDEO MARKETING IS A GREAT WAY TO DELIVER
ON THESE NEEDS.**



Areas of Opportunity in 2022

TOP 3 AREAS WHERE LEADERS SEE AREAS OF OPPORTUNITY IN 2022:

44% account-based marketing

43% customer experience

41.4% video marketing

TOP 3 AREAS WHERE LAGGARDS SEE AREAS OF OPPORTUNITY IN 2022:

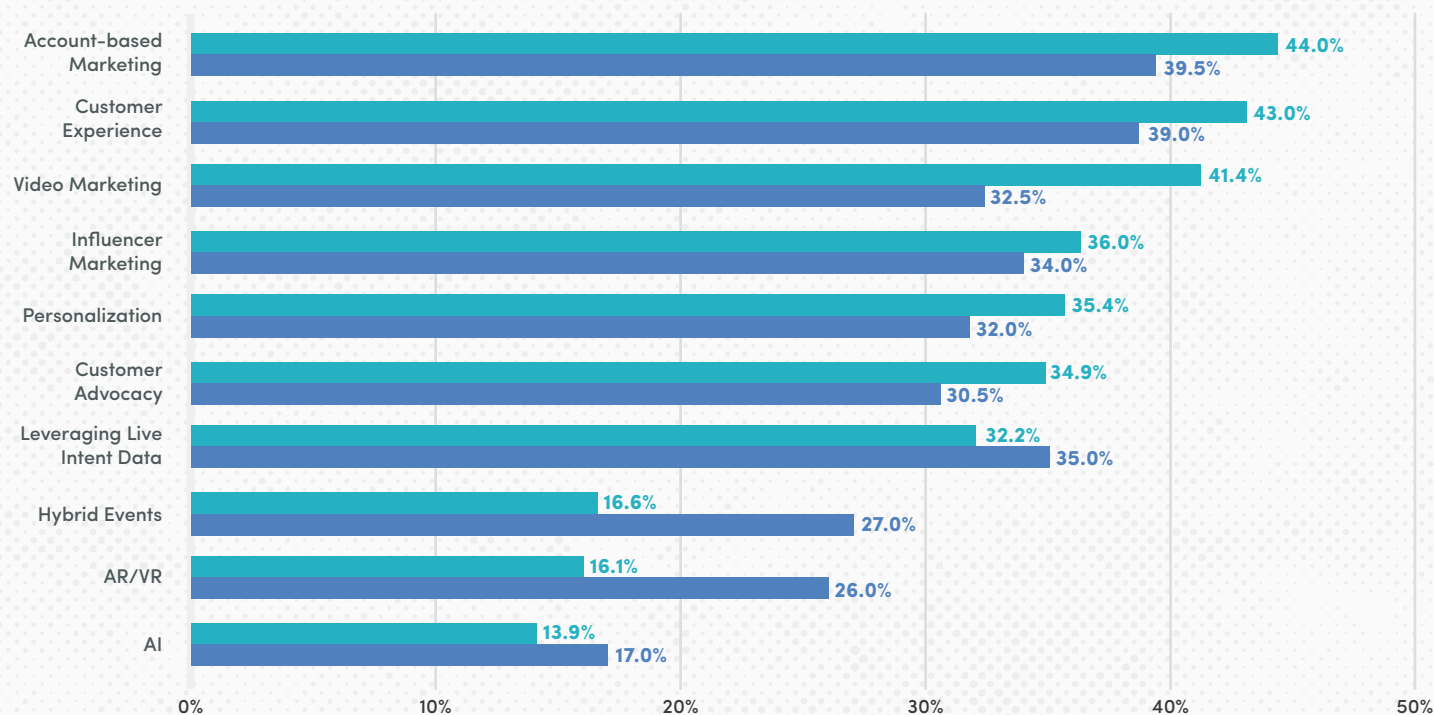
39.5% account-based marketing

39% customer experience

35% leveraging live intent data

Q: What are the three most important trends for your marketing team to capitalize on in 2022?

■ LEADERS
■ LAGGARDS





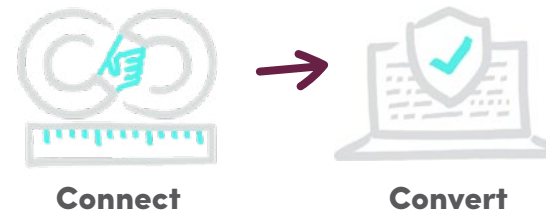
Our Hot Take:

AREAS OF OPPORTUNITY IN 2022

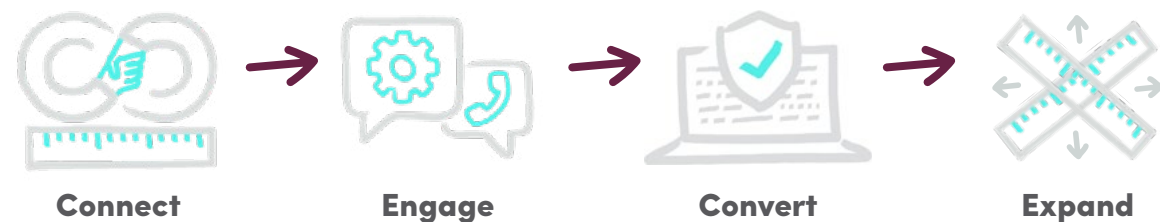
THERE IT IS AGAIN: ABM.

Sales and marketing has been talking about it for years now, but 2022 is the year when companies need to finally get good at it. Right now, most companies are failing because they're still taking a turn-and-burn approach.

Right now, most companies are failing because they're still taking a turn-and-burn approach.



What's needed is a more expansive approach — like this:





To truly **engage** prospects in 2022, sales and marketing will need to seize on many of these opportunities — including video marketing, live-intent data, personalization, influencer marketing, and customer advocacy — to make ABM effective. You create connections by offering valuable content and insights — at no cost, and with no strings attached.

To **expand** opportunities with both prospects and customers, delivering a great experience to prospects and customers will be essential. Together, all four of these motions are a different way of marketing and selling. It will take more time and testing to get them right.

**YOU WON'T COMPLETE THE
JOURNEY IN 2022. BUT YOU DAMN
WELL BETTER GET STARTED.**





Conclusion:

IT'S TIME TO GET STARTED

The world of work is changing unlike any time that most of us can remember. This whirlwind of change is presenting a unique opportunity to grow companies rapidly. However, as important as great and innovative products are, the best-marketed products are the ones that capture market categories and the imaginations of buyers.

You don't need to go it alone. **One area where leaders (57%) and laggards (58%) were aligned in our survey was in their intent to increase agency spend.** Whether you need strategic guidance, a turnkey marketing department, a specialized project, or just an extra set of hands, drop us a line. We're ready to partner with you to make 2022 a year to remember.

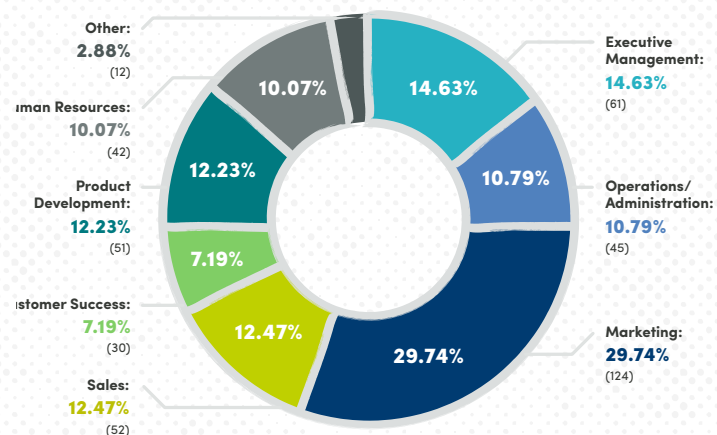




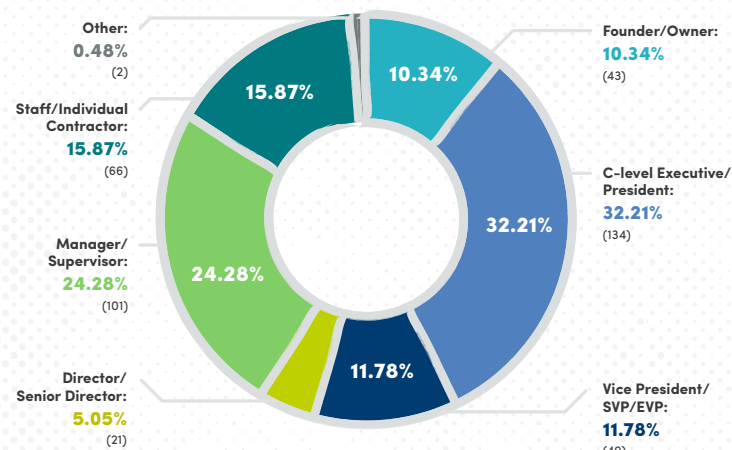
METHODOLOGY AND DEMOGRAPHICS

This report is based on a market research survey to Work Tech professionals across a range of job roles fielded in November 2021. We received 417 responses, with 96.6% of these coming from the United States.

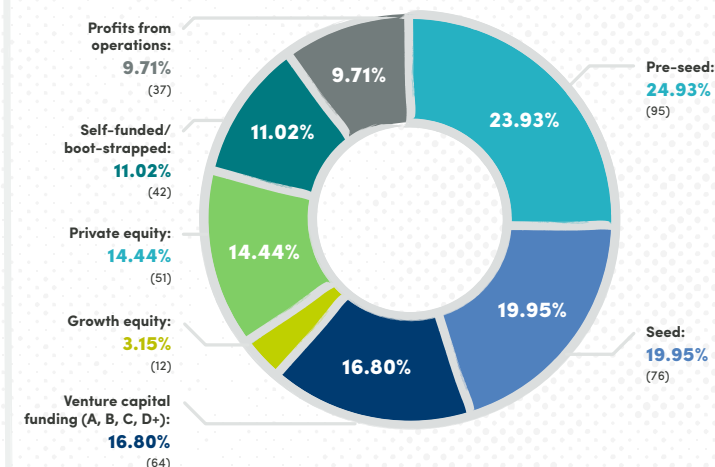
Which functional area best describes your role or team?



Which of the following best describes your role?



What best describes how your company is funding operations and growth?



Let's Talk

Companies selling workplace technology come to us all the time to help them grow through building their brands and driving leads. We'd be more than happy to spend some time identifying why your leads aren't converting. We love this stuff.

LET'S TALK



About The Starr Conspiracy

You're busy creating the future of work. You don't have time to teach an agency what you do. At The Starr Conspiracy, your work is our business. Brand or demand. Traction or scale. We accelerate results. If you are creating innovative workplace solutions, there's no better B2B marketing agency to bring your brand to life.

The Starr Conspiracy is co-located in Fort Worth, Texas and San Francisco. Learn more at thestarrconspiracy.com.

