

## The State of Sales Development

# Marketing Technology



## Universe

There is more Marketing Technology on the market today **than ever before**. Making a wave in this ocean can be difficult!

Our most successful MarTech clients are the ones that **focus on their specific niche** in order to stand out from larger competitors.



## Market

With marketers, you can **learn a lot from prospects that aren't the primary decision maker**. Your SDRs need to be able to tell the difference through their qualification questions.

Every company has marketers, but they don't all treat MarTech the same. **General trends can vary greatly** depending on what industry you're targeting.



## Messaging

Marketers love LinkedIn for their own outreach, so **meet them where they are** by including social touches in all of your outreach cadences.

This is one of the hardest verticals for an SDR to stand out in. Automated sequences will fail. Our best MarTech SDRs are experts in **hyper personalized outreach**.



## Strategy

Integrating our SDRs with your marketing function is vital to your success. This is an effective way to show that you **“practice what you preach”**.

Overall, our MarTech cadences tend to stretch the same amount of outreach into a longer timeline. Marketers are **particularly wary of overabundant outreach**.