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How To Target and Engage Unified Communications Buyers

GUIDE

# Are You Targeting the Right Buyers for UC Solutions?

Unified Communications (UC) solution investment is expected to grow due to the continued shift towards remote and hybrid work models, the need for seamless communication and collaboration across distributed teams, and the ongoing digital transformation efforts across industries.

The digital employee experience is enhanced by UC solutions by streamlining communication and collaboration tools to make it easier for employees to connect and work efficiently from any location. B2B buyers consider UC investments to improve overall employee satisfaction and productivity, leading to better business outcomes. These decisions are being driven by investments in hybrid and virtual infrastructures that have caused businesses to pick up the pace in adopting unified communications as a service (UCaaS) solutions and reducing spend on on-premises technology.

In addition to team collaboration tools, virtual call and contact centers see more interest from B2B buyers to streamline, automate, and improve the customer experience. Forrester believes that the merging of UCaaS and contact center as a service (CCaaS) will help break down functional silos and simplify workflows surrounding customer service and support. Generative AI (GenAI) also has its place in this space by improving natural language processing for virtual assistants and chatbots, a space that's expected to grow 25% by the end of 2024.

Marketers looking to reach the buying centers responsible for making these purchasing decisions and move them through the buying journey faster need intent data to deliver more relevant and personalized experiences through a unified, multi-channel account-based approach. Here's what our data tells us about the accounts demonstrating the highest propensity to purchase UC solutions, the buying committee personas making those purchase decisions within these organizations, and the content that's likely to resonate with them the most.

By 2027, 50% of office workers in the U.S. and Europe will not be provided wireline telephones (i.e., telephones that are not cellular), up from 10% in 2023.
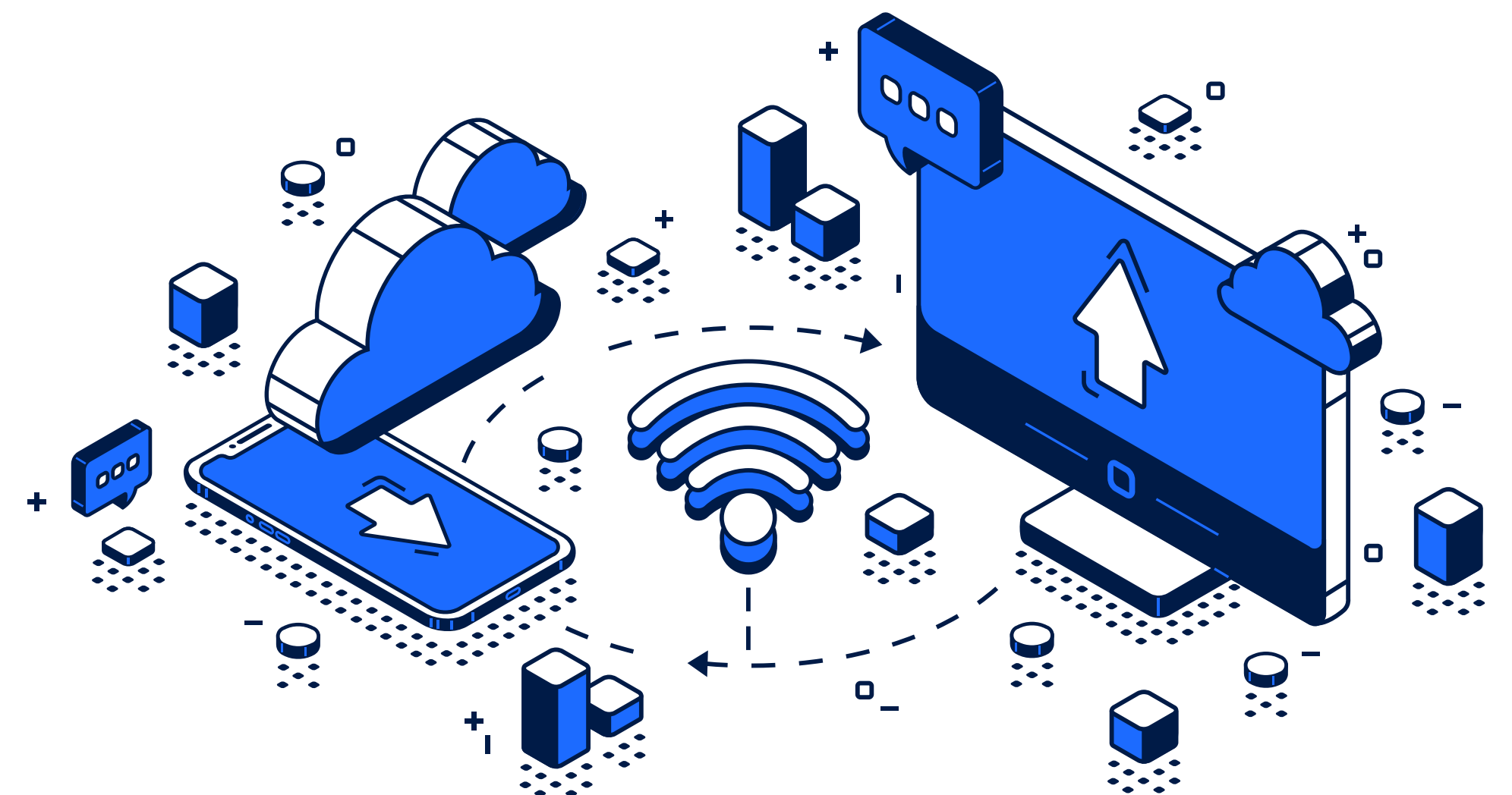
What Is ML Insights?

Madison Logic's market-leading intent data that drives conversion.

Proprietary Engagement Data
245M Monthly Engagement Signals

Media targeting investments

Buyer engagement with activation channels

Technographics
120M Technology Installations

Complementary technology installs

Competitive technology installs

B2B Research
16B Monthly Content Consumption Events
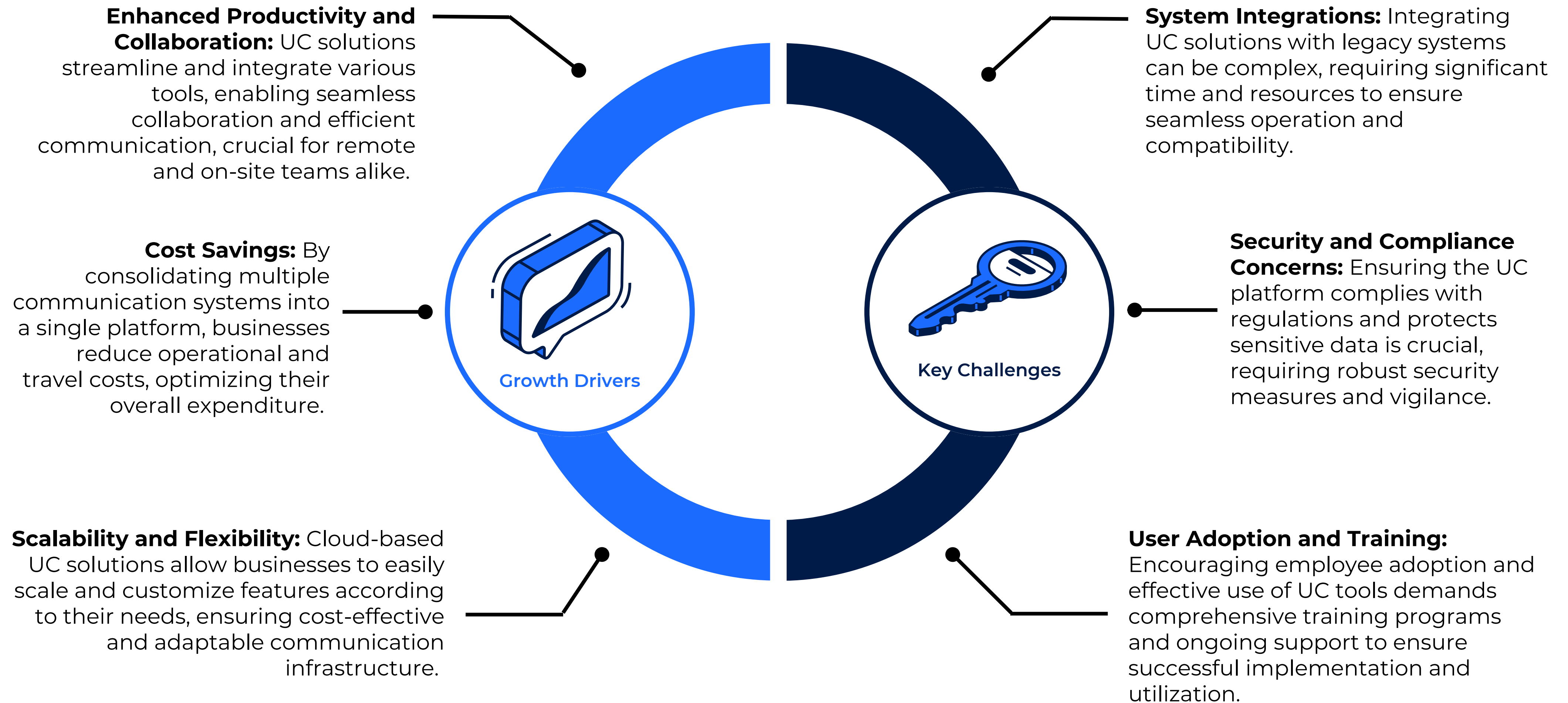
Product research across B2B websites

In-depth content consumption

Three data sources including millions of proprietary signals dynamically predict when an account is moving in-market.

Scoring

Prioritization

1. Identify the **accounts** ready to buy

2. Reach key **personas** of buying committees

3. Determine the **content** that drives engagement

Key Market Growth Drivers and Challenges

Enhanced Productivity and Collaboration: UC solutions streamline and integrate various tools, enabling seamless collaboration and efficient communication, crucial for remote and on-site teams alike.

Cost Savings: By consolidating multiple communication systems into a single platform, businesses reduce operational and travel costs, optimizing their overall expenditure.

Scalability and Flexibility: Cloud-based UC solutions allow businesses to easily scale and customize features according to their needs, ensuring cost-effective and adaptable communication infrastructure.

Growth Drivers

Key Challenges

System Integrations: Integrating UC solutions with legacy systems can be complex, requiring significant time and resources to ensure seamless operation and compatibility.

Security and Compliance Concerns: Ensuring the UC platform complies with regulations and protects sensitive data is crucial, requiring robust security measures and vigilance.

User Adoption and Training: Encouraging employee adoption and effective use of UC tools demands comprehensive training programs and ongoing support to ensure successful implementation and utilization.

UC Buyer Trends

When B2B buyers invest in UC solutions, they prioritize productivity, improving the digital employee experience (DEX), cost savings, and security. They seek platforms that integrate seamlessly with existing systems, support remote work and seamless internal collaboration, and offer robust data protection and regulatory compliance. Decision-making focuses on scalability, flexibility, and advanced features like AI-driven analytics and mobile integration. Current trends favor cloud-based UC solutions for their scalability and lower upfront costs, with strong support and training programs to ensure successful adoption and maximize ROI.
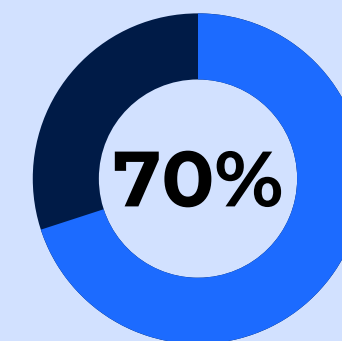
70% of telecommunications decision-makers report that they're adopting or planning to adopt UC solutions.

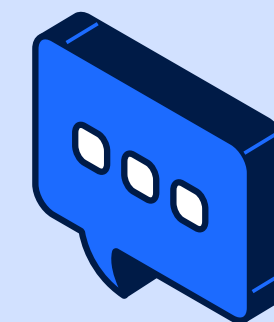97% of organizations reveal that remote work has increased interest in UC solutions.
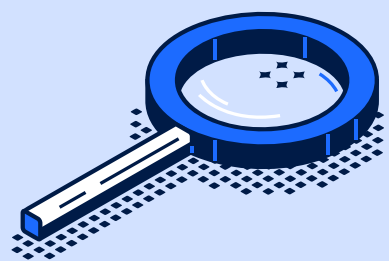
66% of stakeholders are interested in a single-vendor UCaaS/CCaaS offering.

70%

By 2026, 70% of enterprise users will prioritize collaboration tools and mobile devices over UC telephony.

Over 50% of an enterprise's IT spending will shift to the cloud by 2025.

Effective conversational AI can increase first contact resolution by 20%, reducing the need for multiple interactions to solve an issue.

What Accounts Should You Prioritize?

Wide-approach marketing tactics revolve around aiming for the accounts your company thinks are the best fit. But tight budgets and limited resources require you to work more efficiently. Intent data like ML Insights is essential to ABM because it helps you identify and prioritize accounts that are in-market and ready to engage or buy based on their online research and content consumption behavior. With <u>ML Insights</u> and the MLI Score, a holistic signal made up of the combined data set, we identify the areas of greatest opportunity with less noise, higher buyer research activity, and content engagement.

	Key Findings	Activation Strategy
Region	• **NA** buyers show decreasing research but maintain the highest engagement rates • The **EMEA** region is increasingly researching UC solutions despite relatively low targeting for it • **APAC** shows little interest and declining buyer research	• Inspire more **NA** buyer research by creating content that speaks to challenges that they need to solve with UC solutions • Engage **EMEA** region buyers showing increased interest in UC solutions, signaling a likely spike in purchase and implementation later this year • Reduce targeting buyers in the **APAC** region
Company Size	• **Small** companies show increasing buyer research • We've seen an increase in **Large** organization engagement • **Medium-Small** businesses are increasingly targeted despite lower buyer research and engagement	• Target **Small** (10-49 employees) and **Large** (1,000-4,999 employees) companies with content and messaging that creates more urgency to influence decision-making • Reduce outreach to **Medium-Small** (50-199 employees) organizations
Vertical	• The **Finance** and **Government** verticals show high engagement with UC-related content • We've seen a 10% YoY increase in buyer research among **Business Services** organizations • The **Transportation** vertical is over-targeted despite low research and engagement	• Continue to engage companies in **Finance** and **Government** with competitive differentiation content to reinforce your brand as a solution of choice • Reduce spending with the **Transportation** vertical and adjust your strategy to target underserved areas like **Construction** and **Hospitality** showing increased buyer research

Which Buying Committee Personas Should You Target?

The typical buying committee for a complex software solution—like UC systems—consists of <u>four to six members</u> on average and can grow to 12 to 14 participants. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. Data-driven insights around these different personas allow you to create content and messaging that creates a sense of urgency around solving their problem, identifies you as the ideal solution to help them solve their problem, and motivates them through the buyer's journey into selecting you to help them reach their goals.

	Key Findings	**Activation Strategy**
Departments	• **IT** owns the decision-making process for UC solution purchases • We've seen an 11% YoY increase in **Finance** department research • **Operations** roles show decreasing buyer research but increased engagement with UC-related content	• Maintain outreach to individuals in **IT** who play a significant role on UC buying committees • Increase engagement with those in **Finance** growing more involved in the research process • Refocus targeting efforts to speak to **Operations** role challenges to increase buyer research
Seniority	• **Managers** maintain a leading role in the research process for UC solutions • Data shows a 19% decline in **Director** role research • **Vice President** interest declined significantly	• Continue targeting **Managers** with UC-related content • Increase **Director** role interest with content and messaging that speaks to how UC solutions increase team productivity • Reduce targeting **Vice Presidents** with UC-related content

What **Content** Should You Use to Engage Them?

To increase buyer engagement, marketers of UC solutions need to convey a unique value proposition that sets them apart from competitors and speaks to specific pain points and concerns. This content and messaging must be mapped to each stage of the buyer's journey to surround all buying committee members with the information they need throughout the decision-making process. While most organizations need to update legacy UC solutions, these buyers struggle with cost and ROI justification and need more guidance in integration with their current systems. Using data to understand where buyers are in the decision-making process and to map content and messaging to their concerns at each stage is paramount for success.

	Tactics	**Content to Use**
Awareness	Capitalize on the growing interest in UC solutions by integrating topics such as **unified communications**, **unified communications as a service**, **Cloud VOIP**, **call center software**, and **communications systems** in your content promotion strategy. This will attract buyers interested in the basics around UC and increase urgency among those who might not yet realize they have a problem to solve.	• Analyst reports • White papers • Ebooks
Consideration	Address interest in UC solutions by speaking to buyers who require more understanding about features and functionalities. Engage middle-of-funnel buyers with topics around **video conferencing software**, **automated call distribution**, and **call detail record**.	• Buying guides • Blog posts • Demo videos • Email • Webinars / Events
Decision	Seize the opportunity to highlight your unique features and functionalities with content and messaging that underscore your solution's differentiators from competitors and provide tangible evidence of your value. Address buyer questions around **integration** and **security roadmaps** to remove last-mile concerns.	• Comparison guides • Case studies • Native ads • How-to guides

Achieve More Success from Your Campaigns

A unique aspect of UC buyers is their strategic emphasis on selecting solutions that not only streamline internal communication and collaboration but also enhance external customer interactions. By integrating UC solutions with customer relationship management (CRM) systems and other customer-facing applications, businesses can ensure consistent, efficient, and personalized customer service, while simultaneously improving internal workflows and employee engagement. This dual focus on both internal and external experiences sets them apart, as it drives overall organizational efficiency and customer satisfaction, leading to a stronger competitive advantage.

Stop Wasting Time Chasing the Wrong Accounts

Businesses want to find a UC solution they can commit to for a long time. With so much independent research and investment from your buyers, you need to be equally invested in ensuring you position your company as their partner of choice. The faster you identify your audience's intent and pain points, the faster you can reach them to begin the very important conversations that set their businesses up for success.

Madison Logic is the only ABM activation solution that combines three sources of intent signals, four leading media channels, and real-time measurement to accelerate the buyer's journey and drive pipeline. With the MLI Score, a holistic signal that unifies three key data sources, we help you target in-market accounts with more precision. And when combined with first-party customer data from your CRM software and marketing automation platform (MAP), you gain deeper insights that allow you to engage your target audience, increase conversion rates, and maximize your marketing spend.

Start converting your best accounts faster. Get in touch to find out how Madison Logic can help you activate a more effective data-driven ABM strategy today.

➡ **Book a Demo**   ➡ **Contact Us**   ➡ **Read the Blog**   ➡ **Follow us on LinkedIn**