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Spiceworks Posts Not Being Read? Here's Why.



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(Heads up – this is a meaty post. The blog answers a question many of you have asked us. So, read it with your favorite morning drink or over lunch. It's ok, I'll wait for you.)

When is the best time to post? What makes IT buyers read content? Marketers frequently ask us questions like these. Case in point, Sam-I-Am, a Green Guy in the Spiceworks Community told us, "I really want to know when I should or shouldn't post. Sometimes when I post, I get 10 spice ups. Other times I hear crickets."

When one person has a question that usually means ten other people have the same question. That's the lesson Scott Abel, Spiceworks co-founder, teaches. So, without further ado, here are the answers.



Kate: Green Gal for AlienVault

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Tuesdays and Wednesdays are the best days to post your content

The best days to start your own Spiceworks Community topics are on Tuesdays and Wednesdays. "These days avoid the weekly bookends of Monday and Friday," Spiceworks Community Manager Sean Dahlberg said.

Sean explains that an IT pro's inbox is typically filled on Monday with other topics posted from the weekend. Also, your post may get lost in the dog pile of other emails sent Monday morning.

Having said that, don't write off Mondays and Fridays altogether. These days can still help you.

Sean said Monday is a day to listen. Just like any conversation there's a lot back and forth chatter. On Monday, IT buyers talk and you listen. For example, at the start of the week, an IT pro might post a tech question to the Community. Show up and add value to the conversation. Helping shows you care - especially when your help has nothing to do with selling your product. This will

earn you friend-of-mind awareness as social marketing master Jay Baer wrote in his best-selling book Youtility.

Jay writes in his blog, "With friend of mine awareness, you seek to have the prospective customer allow you inside their circle of trust, where you become more than just a purveyor, but rather a valuable resource. Then, when the customer is ready to buy, they don't have to go find you because you're already there."

Finally, there's Friday. In fact, let's call it Fun-day because funny, quirky or odd content works best on this day.

On Fridays, IT buyers are more likely to catch up on things they've put off and they're starting to think about the weekend. It's the same for IT buyers. "By noon they're checked out and reading for the weekend," Sean said.

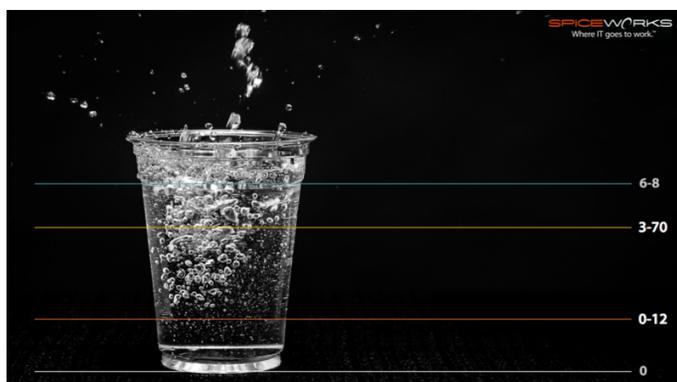
Looking for best posting times for social networks like Facebook and Twitter? TrackMaven has a few suggestions via their blog post.

Post between 10 am and 12 pm CST

Sean said the two-hour slot allows you to hit our SpiceHeads around the world. He also tells marketers to avoid posting after 3 pm because people start to check out from the workday.

Remember even if you post in this time zone sweet spot your content needs to be relevant. Relevancy allows the IT buyers to step away from their busy IT day. How busy is an IT pro's day?

An IT pro's cup overflows on a typical workday. Sanjay Castelino, VP of Marketing at Spiceworks, explains with the example below.

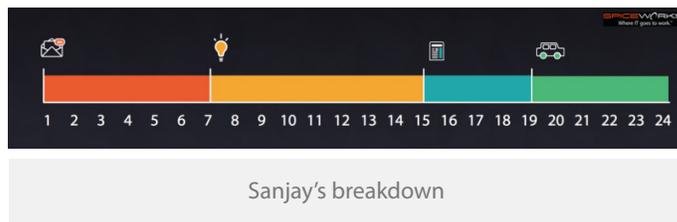


IT Pro's typical workday.

Here's how it breaks down:

- Zero – the number of cold calls IT pros enjoy getting.
- 0-12 – the range of cold calls IT pros get a day.
- 3-70 – the number of emails they get a day.
- 6-8 – the number of hours IT pros spend keeping the lights on.

Sanjay gives us another way to look at it.



Here's how this graphic breaks down. The average business email account gets 116 emails per day (source: Google). Sanjay then assumes it takes about two minutes for a person to deal with each email - that adds up to seven hours. Then take another eight hours off the clock for IT pros to keep the lights on. And don't forget about their boss adding new projects to their plates - so take another four hours out of the day. Tack on a mere five hours for showering, eating and commuting and there it is – 24 hours. That's one overloaded IT pro!

(This content is from Sanjay's SpiceWorld London keynote presentation – Marketing Mind Shift. Click here to download his presentation.)

Swat away the buzzwords

IT pros hate buzzwords and ignore buzzword-heavy content. Don't think you're a culprit? Spiceworks Product Marketing Manager Dave Rathman built a word cloud of all the words tech vendors in Spiceworks used in their marketing over the past year. Then he showed the words IT pros consider overused buzzwords.

See the disconnect? The buzzwords IT pros hate the most are the ones most often used by marketers.

Learn about other buzzwords IT buyers dislike in this 2-Minute Tech Marketing Take.

(The graphic above was part of Dave's SpiceWorld London preso. Click here to download his slides.)

