

Marketing Technical Content

- How to Engage Engineers in an Evolving Market

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Engineers and operations audiences have historically not been comfortable with traditional marketing for work, but they do value **credible, technically rich content** that solves their problems.

By aligning the tone, channels, and format to the evolving demographics and information habits, you can turn skepticism into trust and trust into long-term business relationships.



Understanding the Audience

Technical and industrial audiences respond best to communications that recognize them as highly knowledgeable problem-solvers. They are not looking for “sales pitches” — they’re looking for **clear, fact-based answers** that help them evaluate solutions quickly and accurately.

While they may respect innovation, engineers tend to have a **low opinion of traditional marketing** and believe that decisions are made solely based on technical merit. That means your content needs to be **informational, direct, and concise**.

Shifts in Age Demographics

The engineering workforce is undergoing a generational shift:

- **Baby Boomers (58–75)** are retiring in increasing numbers but still hold senior advisory and consulting roles. They value printed materials, in-depth technical papers, and industry conference presentations.
- **Generation X (43–58)** currently dominates senior technical and managerial positions. They balance print and digital but lean toward case studies, detailed spec sheets, and expert webinars.
- **Millennials (27–42)** now make up a growing percentage of decision-makers. They expect **mobile-accessible content**, interactive tools, and a focus on broader impacts such as **sustainability and energy efficiency**.
- **Gen Z (26 and under)** is entering the field, bringing digital-first habits, quick-reference learning styles, and strong preferences for **video explainers, online training modules, and immersive visuals**.

Key Takeaway

A multi-format content strategy is essential — combining **long-form technical documentation** for veteran engineers with **interactive and visual content** for younger audiences.

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Generational preferences for engineers by content type, tone, and channels:

Generation & Typical Age Range	Preferred Content Types	Preferred Tone & Style	Most-Engaged Channels
Baby Boomers (58–75)	Detailed technical papers, printed manuals, spec sheets, case studies, and in-person presentations	Formal, precise, respectful of tenure and experience	Trade journals (print), industry conferences, vendor site visits, professional associations
Generation X (43–58)	White papers, case studies, detailed datasheets, ROI, and lifecycle cost analyses	Direct, factual, efficiency-focused; minimal hype	Trade publications (print & digital), LinkedIn industry groups, webinars, and engineering forums
Millennials (27–42)	Interactive PDFs, mobile-friendly spec sheets, sustainability-focused case studies, and explainer videos	Professional but conversational; emphasizes environmental impact and innovation.	LinkedIn, YouTube, industry podcasts, online training platforms, vendor microsites
Generation Z (≤26)	Short-form video explainers, interactive simulations, 3D/AR product demos, quick-reference infographics	Clear, concise, visually engaging; values transparency and social responsibility	YouTube, Instagram (niche technical pages), TikTok (technical creators), online learning hubs, Discord/Slack engineering communities.

How to Market to Engineers

- **Be clear and explicit from the start.** State exactly what you’re offering and why it matters to their work. Avoid teasing or clickbait — engineers see through it instantly.
- **Focus on the facts.** Specifications, performance metrics, tolerances, certifications, and compatibility details are more persuasive than emotional appeals.
- **Speak their language.** Use industry jargon appropriately, along with charts, schematics, CAD drawings, tables, and test data. Showing technical fluency builds trust.
- **Demonstrate problem-solving.** Frame your solution around the engineer’s actual pain points — uptime, safety compliance, lifecycle costs, and integration challenges.
- **Respect the buying process.** Engineering purchases are “**considered purchases**”, often involving multiple stakeholders and long evaluation cycles. Your content should be a tool they can use internally to advocate for your solution.

Content That Works

- **In-depth white papers** — to provide technical authority and reference material
- **Application case studies** — showing measurable results and lessons learned
- **How-to guides and maintenance manuals** — for practical utility
- **Explainer videos** — to simplify complex systems visually
- **ROI calculators and simulation tools** — to support internal business cases.