



For the Industrial Marketer: A Technical Guide on Finding Engineers

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Engineers and technical professionals are not passive consumers of marketing—they actively research, analyze, and seek out technical content to make informed decisions. Unlike traditional buyers, they prefer detailed, fact-based information and trust independent sources over promotional messaging.

The [2025 State of Marketing to Engineers report](#), based on insights from over 1,000 engineers and technical professionals, highlights where and how engineers gather information, providing a roadmap for marketers looking to engage them effectively. This white paper leverages those insights to help industrial marketers connect with engineers in the right places and through the right channels.

ENGINEERS SPEND MOST OF THEIR BUYING JOURNEY ONLINE

The trend of engineers conducting the majority of their buying process independently online continues to hold strong. According to the [2025 State of Marketing to Engineers research report](#), engineers and technical professionals spend sixty percent



On average, technical buyers spend **60%** of the buying process online

of their buying journey online before engaging directly with sales representatives. While the exact percentage may vary from year to year, engineers consistently demonstrate a clear preference for conducting extensive research independently. This underscores how critical it is for marketers to deliver the right information precisely when engineers are seeking it. To influence decisions effectively, marketers must ensure that comprehensive, easy-to-navigate technical information is readily available, meeting engineers' expectations during this crucial research phase.

For marketers, this is the time to shine. Engineers seek clear, detailed, and trustworthy information—not sales pitches or vague marketing claims. When we asked our respondents what factors indicate a credible supplier or vendor, they ranked an informative and well-maintained website as one of the most important indicators. This means that before an engineer ever speaks with a representative, your website and digital presence must do the heavy lifting. If critical technical information is missing or difficult to find, an engineer may move on to a competitor who presents it more effectively.

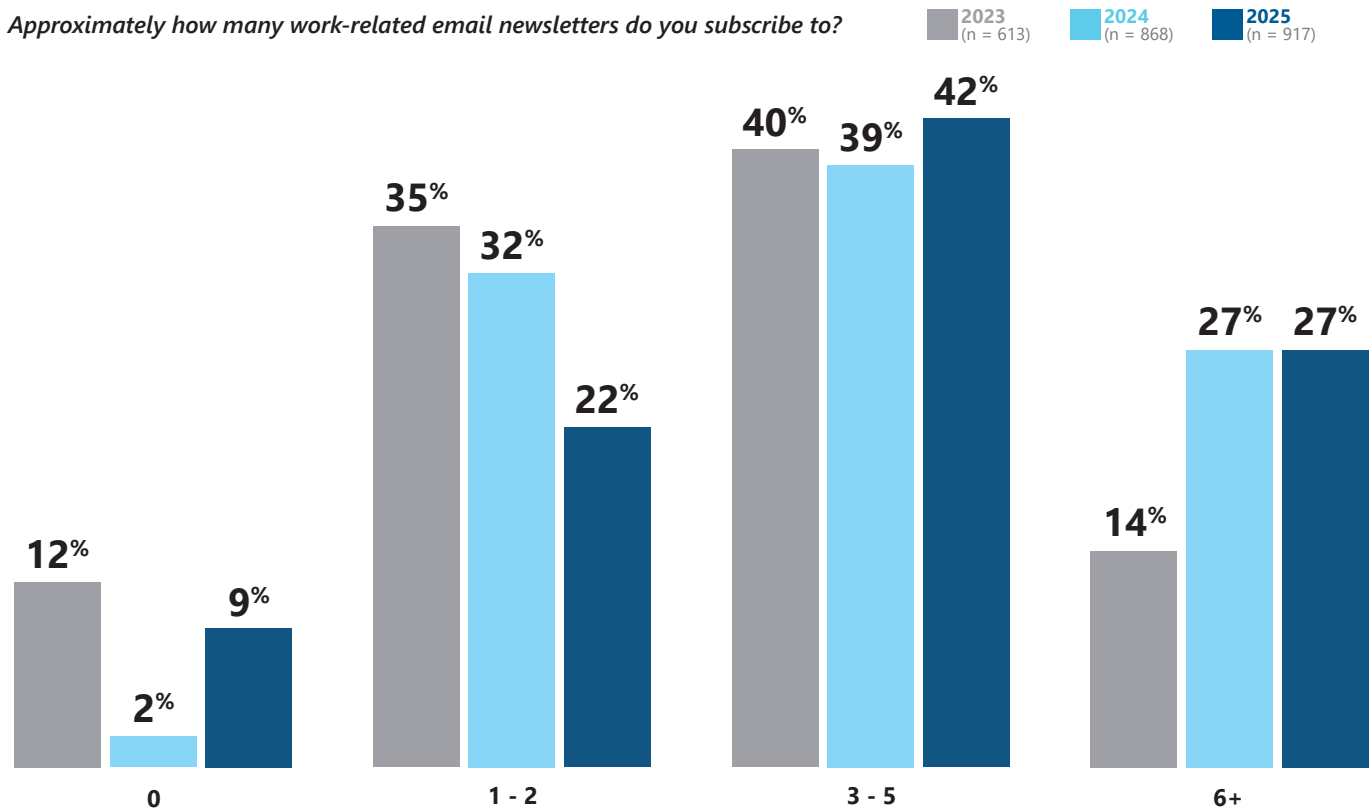
The key takeaway for marketers is that the first impression is often formed long before a conversation ever takes place. Engineers expect to find the data they need on their own, and companies that provide comprehensive, well-organized, and technically rich content will position themselves as credible and trustworthy sources. By aligning marketing strategies

with engineers’ research habits, businesses can influence purchasing decisions at a stage when engineers are actively evaluating their options and determining which companies they will consider for further engagement. Understanding where engineers go to find this critical information is the next step in crafting an effective marketing strategy.

WHERE ENGINEERS GO FOR INFORMATION

Newsletters: A Direct Line to Engineers

Newsletters have long been a powerful resource, but data from the past five years shows that engineers are subscribing to more newsletters than ever before, with ninety-one percent of engineers subscribing to at least one newsletter and sixty-nine percent subscribing to three or more. The increasing number of newsletter subscriptions suggests that engineers are actively seeking more specialized content tailored to their specific industries and interests. Additionally, seventy-five percent of engineers are receptive to newsletters that include sponsored content, showing that engineers are open to relevant advertisements within trusted sources. This growing reliance on newsletters indicates that engineers may be looking for deeper, more technical content that speaks directly to niche markets.



With a broad range of newsletters covering various industrial sectors, engineers have access to highly relevant content aligned with their specialized interests. According to the 2025 State of Marketing to Engineers research report, engineers find datasheets, technical publication articles, CAD drawings, and product demo videos among the most valuable content types when researching significant work-related purchases. By distributing this kind of detailed, industry-specific content, newsletters play a vital role in keeping engineers informed and engaged.

Webinars: A Live and Engaging Video Format

Beyond newsletters, webinars continue to be effective engagement tools, with one in four engineers relying on webinars for research when considering a significant purchase. Engineers' preference for video as a content medium is evident in the [2025 State of Marketing to Engineers report](#), which highlights the popularity of platforms like YouTube for work-related content. Webinars take this preference a step further by providing a structured, professional, and live format that allows for real-time interaction, making them an engaging way to present complex technical information.

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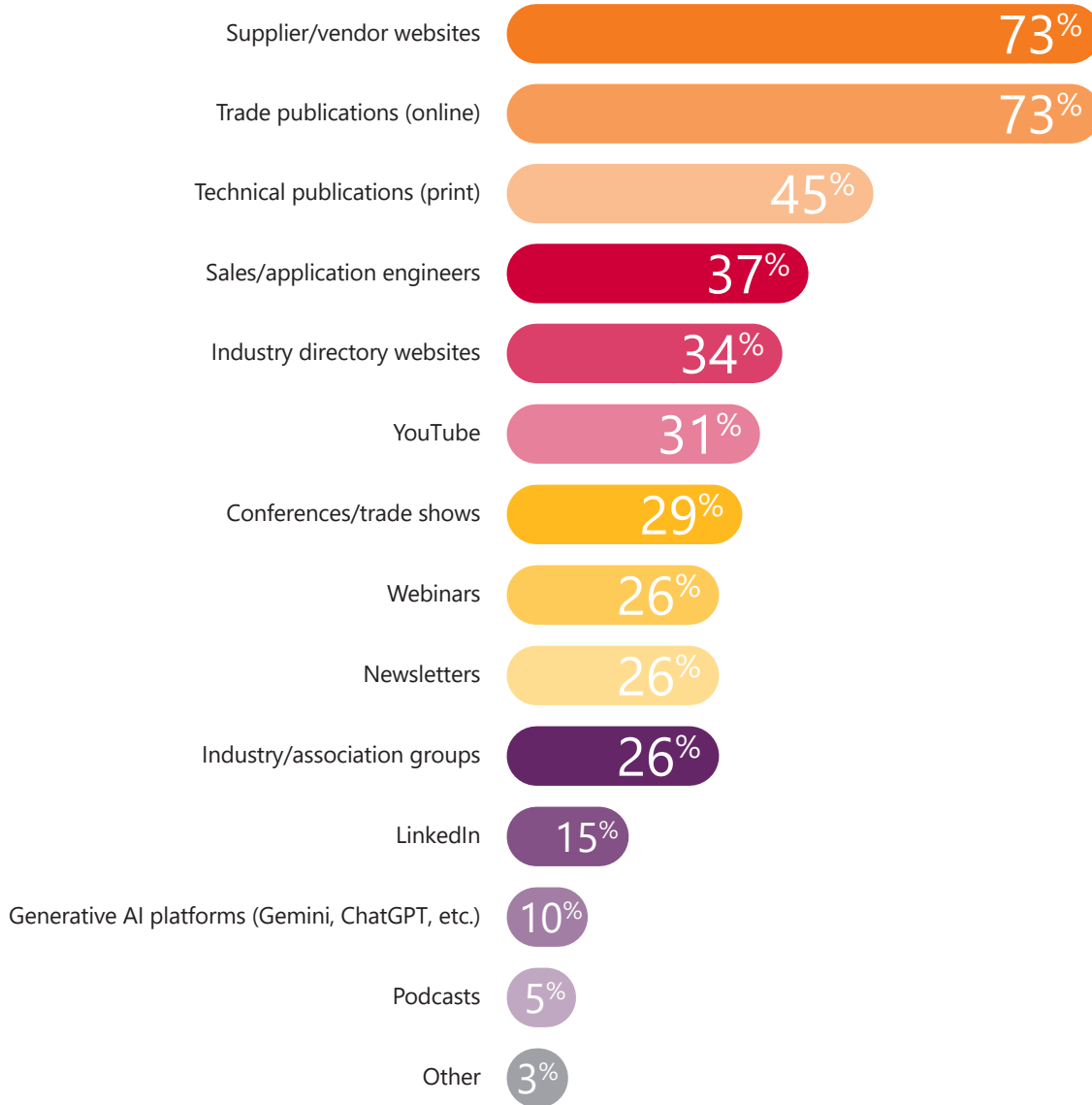
Unlike pre-recorded videos, webinars offer a unique opportunity for engineers to ask questions, receive immediate answers, and engage in discussions that deepen their understanding of a topic. Companies that use webinars to address industry challenges, discuss best practices, or showcase technical problem-solving approaches establish credibility and build trust with their audience. Because engineers value educational content over promotional messaging, webinars that focus on delivering technical insights rather than sales pitches are far more effective. By aligning webinar content with the needs of engineers, companies can create an interactive and informative experience that strengthens brand authority and keeps engineers engaged. Engineers prefer webinars that provide educational value rather than sales-driven presentations. Companies that use webinars to address industry challenges, discuss best practices, or showcase technical problem-solving approaches establish credibility and build trust with their audience.

Your Websites and Product Listings

Your website is one of the most critical tools for engaging engineers, as seventy-three percent reported that they routinely visit vendor websites and online technical publications for product and industry insights. Engineers value detailed specifications over high-level marketing materials, making it essential for companies to maintain well-structured websites that provide access to technical documentation, CAD models, and application case studies. Ensuring your product listings are comprehensive and easy to navigate can make the difference between being considered or overlooked.

Where do you routinely seek information when researching a product or service for a work-related purchase? Select all that apply.

(n = 1,002)



Search and Research Tools: Helping Engineers Find the Right Solutions

As engineers move beyond general industry research and start comparing specific solutions, they rely on specialized tools to guide their decision-making. Search engines remain a primary resource, helping engineers locate product specifications, case studies, and technical documentation. However, beyond traditional search, engineers increasingly seek interactive tools that allow them to compare options side by side, access CAD models, and configure products to meet their exact needs.

Product comparison tools, configurators, and CAD libraries are particularly valuable, as they enable engineers to validate technical details and assess compatibility before reaching out to a supplier. Companies that invest in well-optimized search functionality and integrate interactive research tools into their websites make it easier for engineers to find and evaluate solutions. Additionally, maintaining visibility through display advertising on trusted technical platforms ensures that engineers encounter relevant products during their research process.

Understanding where engineers seek information allows marketers to craft content strategies that align with these preferences. By focusing on your websites and product listings, newsletters, webinars, and specialized research tools, companies can effectively position themselves in front of engineers at the moment they are actively seeking solutions.

THE ROLE OF SOCIAL MEDIA IN INDUSTRIAL MARKETING

Social media remains essential for engineers, offering technical content, networking opportunities, and industry insights. YouTube is particularly prominent, with eighty-four percent of engineers finding it valuable—including fifty-one percent rating it Extremely or Very valuable. Its widespread adoption across demographics emphasizes its importance for product demonstrations, tutorials, and educational content. Recognizing this demand, GlobalSpec offers solutions to support marketers in creating high-quality video content for platforms like YouTube.

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LinkedIn remains a key professional network, used by fifty percent of engineers for networking, thought leadership, and targeted B2B engagement. Meanwhile, GitHub and other technical forums serve as hubs for collaboration and detailed industry discussions.

Not all platforms maintain equal trust or usage; data indicates declining engagement with Facebook, X (formerly Twitter), and TikTok, highlighting growing distrust among engineers toward these platforms. This trend reinforces the necessity of focusing marketing efforts on platforms valued by engineers for credible, work-related information.

THE POWER OF THIRD-PARTY VALIDATION

In an environment where engineers rely heavily on trustworthy, unbiased information, third-party validation carries significant weight in their decision-making process. According to the [2025 State of Marketing to Engineers report](#), sixty-six percent of engineers find product reviews most valuable when they come from independent sources, emphasizing their

preference for objectivity over promotional claims. Independent reviews, analyst insights, and unbiased comparisons provide a level of credibility that internal marketing materials often cannot replicate.

For marketers, this insight underscores the necessity of cultivating external validation, such as analyst reports, industry certifications, and independent reviews, that lend credibility to your solutions. Demonstrating this credibility through third-party validation helps engineers feel confident about choosing your products or services.

Additionally, the report highlights that engineers frequently evaluate vendors based on industry expertise and specialization. Engineers want assurance that a company genuinely understands their specific industry challenges and has proven expertise in solving them. To establish this credibility, marketers should leverage authoritative and highly technical content, such as white papers, case studies, expert-authored articles, and peer-reviewed technical publications. These content formats are perceived as highly credible due to their educational nature and direct relevance to engineers' projects.

Participating in industry events, conferences, and webinars also strengthens a brand's credibility. Presenting or hosting events positions your company as an expert resource actively engaged in solving industry-specific challenges. The act of contributing thought leadership and valuable insights in public forums helps solidify engineers' trust in your technical expertise.

In essence, third-party validation and proven industry expertise together create a powerful combination that reinforces brand authority and distinguishes your offerings from competitors. Engineers are discerning evaluators who seek reassurance through credible and independently-verified sources. Marketers who leverage these validations effectively position their brands as trusted partners in the engineering community, creating deeper connections and stronger purchasing intent.

HOW GLOBALSPEC HELPS YOU REACH ENGINEERS

Effectively reaching engineers requires targeted solutions designed specifically for visibility, credibility, and lead generation. Whether your marketing goal is establishing brand authority, increasing targeted awareness, or engaging technical leads, GlobalSpec offers tailored solutions to address these specific challenges.

For marketers aiming to demonstrate expertise and build credibility, GlobalSpec's content marketing solutions allow you to share insights through technical articles, white papers, and expert-authored content. Additionally, GlobalSpec newsletters provide opportunities for marketers to deliver sponsored content directly to niche markets, aligning your messaging precisely where engineers actively seek specialized information.

Webinars hosted by GlobalSpec offer marketers a powerful platform for real-time, in-depth technical discussions. By combining engineers' preference for engaging video content with interactive educational formats, these webinars create strong connections between your brand and engineers actively researching solutions.

With a deep understanding of how engineers research and evaluate products, GlobalSpec delivers comprehensive marketing solutions designed specifically to position your brand as a credible, trusted resource at every stage of the buying journey.

CONCLUSION

Reaching engineers effectively requires a clear understanding of how and where they seek information. Engineers spend the majority of their buying journey independently researching online, evaluating solutions based on technical credibility, third-party validation, and the availability of detailed, niche content tailored to their needs. To successfully engage this discerning audience, marketers must deliver clear, comprehensive content that aligns with engineers' expectations and behaviors.

Platforms such as your websites, targeted newsletters, interactive webinars, specialized research tools, and trusted social media channels are critical to connecting with engineers in meaningful ways. Industrial marketers who prioritize delivering relevant, technically-rich content at the right moments will build credibility, foster trust, and position their brands for long-term success.

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About GlobalSpec Media Solutions

GlobalSpec Media Solutions delivers the single source for trusted, expert engineering content, information, insight, tools, and community for engineers and technical professionals across multiple industries and disciplines. An engaged community of industry professionals rely on GlobalSpec Media Solutions' properties as a trusted resource at every stage of the research, product design and purchasing process. Our mission is to provide comprehensive digital media solutions that connect companies with their target audience and generate unparalleled results—delivering measurable and actionable awareness, demand, and engagement opportunities at all stages of the buy cycle.

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