



So, you got the job. What are you going to do about marketing?
Case studies and cautionary tales

Recent Client



- Company X is a provider of monitoring solutions
- Founded in 2008 by four seasoned executives, its growth trajectory has been strong, with revenue doubling last year
- More than 120 customers have chosen Company X over more established competitors
- A recent infusion of \$3 million in Series A venture capital will be used to accelerate growth and product development
- Company X is in the process of hiring a VP of Sales and bringing on a marketing team to help the company meet aggressive growth goals
- Revenue objectives:
 - \$6 million in 2013
 - \$20 million in 2014 (400 customers at an average sale of \$50K)

Marketing Challenges and Opportunities



- **Objective:** Disrupt the monitoring industry and quickly become the dominant player in the new mobile/cloud era
- **Opportunity:** Although the market is a crowded one, Company X has the team and the technology to expand market penetration and unseat the competition as recent VC-backing is perceived as a strong positive and customers are warming up to telling their Company X stories
- **Challenge:** Company X is not well-known; its “old guard” competitors are clearly established in the industry and have the benefit of larger marketing budgets and teams

- **Step #1:** Conduct external and web-based research to get a strong handle on the competition and identify key attributes for market positioning
- **Step #2:** Develop company and product positioning and messaging that is compelling to the target audiences and differentiated from the competition – propagate it throughout all marketing materials including the website
- **Step #3:** Create a six-month marketing plan to drive demand and generate awareness

- Conduct thorough review of competitors to understand market position and strategy – use findings to develop effective plan for Company X:
 - How can Company X differentiate itself and break away from the competition? What category should Company X position for – is the monitoring space too narrow or not specific enough?
 - What techniques are the competitors using? What can the Company X marketing team learn from their successes and failures?
 - Which titles and industries are the most important to target? Where does Company X have the best opportunity to unseat the competition and make clear revenue headway?
 - Are there specific triggers that cause a company to seek a monitoring solution?
- Once the market assessment is complete, devise a comprehensive cross-channel marketing plan that makes effective use of PR , direct marketing and social media techniques to meet awareness and revenue objectives

Anatomy of a Positioning Statement



- Basic structure
 - A (company/product) is a B (definition) that provides C (benefit) to D (target audience) in E (markets). F (differentiator) provides G (secondary benefit) and H (tertiary benefit).
- Basic structure for an elevator pitch
 - Combine the elements above to create a fluid and compelling statement based on the considerations from the previous slide that can be made in 10 seconds and will leave the listener with a clear understanding of who the company is and why its different.

- Start with revenue target or approachable market
- Break it down by quarter and start with a 6-month plan
- Consider sales process and close rates
- Create a hypothesis – what 's the right formula?
- Determine # of impressions, cost per lead, conversion rates
- Develop a lead target – who, what, when, where, how?
- Develop content and repurpose it across all channels
- Check available media outlets (including house list) and consider best approach for unpaid and paid
- Start small but make sure there is room to grow
- Measure everything
- Analyze and refine

Direct Marketing Program Strategy



Use direct marketing techniques to generate traffic to Company X's website and generate leads; start with lower-cost pilot programs and use lessons learned to build scalable program with predictable outcomes over time.

- Use carefully chosen lists/media channels as partners (in addition to IT media outlets, consider channels that reach other audiences including customer experience, e-commerce, and asset management professionals)
- Make sure you are offering something of value
- Once best-performing audiences, messages and media channels are better understood, launch a larger-scale program (but continue testing)
- Build house list from leads and opt-ins, continue to test
- Devise coordinated communications campaign for house list to help keep prospects moving through the sales cycle
- Coordinate ongoing campaign with PR and social media efforts for higher impact



Sample Direct Marketing Techniques



- ***The Next Web* sponsor posting:** Company X sponsors a post on a certain topic that is relevant to its technology like “Your website called – its customers are missing. How to stay on top of web trends”. Text blurb under the leader promotes Company X and encourages click-thru.
- ***Network Computing* blog optimizer:** Provide two, topic-relevant blogs to be published monthly within a section of the editorial site. Example topic could be “The right monitoring solution means never having to say you’re sorry”.
- ***CIO Magazine* survey:** “Is your web monitoring solution enabling the best possible customer experience?” Use co-branded emails and banners to promote survey. Offer incentive to participate then publish and promote data as whitepaper, webinar, podcast, media campaign, etc.
- **Customer Experience Professionals Organization whitepaper sponsorship:** Topic could be “In the blink of an eye – how to make every nanosecond count for your customers.” Use data from case studies to keep it scientific and educational.

Cultivate strong relationships with the media, create strategic industry visibility to drive awareness and generate third-party validation to support sales efforts.

- Select and target top publications and influencers; foster ongoing relationships
- Create compelling pitch themes and thought leadership platform for contributed articles that complement key marketing messages
- Manage a continuous news pipeline to keep Company X top of mind for prospects
- Get news coverage, place guest posts/contributed articles and work with customers to tell success stories
- Initiate rapid response program to offer commentary/stats when somebody has a monitoring problem
- Develop timely/seasonal trend stories , publish statistics
- Pitch selected speaking opportunities and nominate Company X for appropriate awards
- Tie in all efforts with social media, including Twitter, Facebook and the Company X blog

Sample PR Pitches



- Guest Post: “Should Online Retailers Prepare for a Blackberry Surge?”



- Customer Story: “Capitalizing on the Couch Commerce Explosion With Strong Web and Mobile Performance”



- Trend Feature: “Why Your Mobile Site Still Sucks and How to Fix It”



- Exec Q&A: “Damage Control Critical for Organizations Moving Their Infrastructure to the Cloud”



- News Story: “Mobile Commerce Rankings - Amazon, Gilt Groupe, Rue La La, Zulily.”



- Guest Post: “Teaching an Old Dog New Tricks – Tapping Application Monitoring Technology in a Mobile Consumer Era”

Sample Awards/Speaking Opportunities



Awards Programs:

- Corporate/Growth: E&Y Entrepreneur of the Year Award, Forbes Best Small Companies, INC 500, Red Herring 100, Technology Fast 500
- Technology/Innovation: CODiE Awards, Internet Retailer Top 500, Network Products Guide, Stevie Awards
- Customer Results: CIO 100, CIO Ones to Watch, Computerworld Honors, Mobile Marketing Association Awards, Nucleus ROI Awards, Webby Awards

Speaking Opportunities:

- Mobile Connect 2013, June 24-26, Boston, MA
- MobileBeat, July 9-10, San Francisco, CA
- CTIA Mobile Con, October 9-11, San Diego, CA
- Mobile Marketing Association Forum North America, January TBD, San Francisco, CA
- Web Design & Usability Conference, February 11-13, Orlando, FL
- 2014: CIO Cloud Summit, Interop Las Vegas, Mobile Banking & Commerce Summit, SIIA All About the Cloud, Velocity



Social Media
Explained with Donuts

- TWITTER** I'm eating a #donut
- FACEBOOK** I like donuts
- FOURSQUARE** This is where I eat donuts
- INSTAGRAM** Here's a crappy photo of my donut
- YOUTUBE** Watch me eat a dozen donuts
- LINKEDIN** My skills include donut eating
- PINTEREST** Here's a wedding cake made of donuts
- LAST-FM** Now listening to "donut pimpin"
- GOOGLE+** I'm a Google employee who eats donuts

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Social Media Strategy

Objectives:

- Generate awareness of Company X by participating in social media conversations
- Promote founders as industry thought leaders
- Increase website traffic

Tactics:

- Develop relationships with key bloggers, actively pitching conversations and linking to their content
- Post and tweet at least weekly on Facebook and Twitter
- Leverage marketing activities and strategic PR results to drive additional content
- Keep content fresh and encourage people to “like”, “follow”, etc.
- Monitor and/or join relevant forums; offer commentary where appropriate
- Refresh Company X.com blog and keep content timely



follow us on
twitter



Sample Social Media Forums

LinkedIn Groups:

- Network and Application Performance Management
- Web and Mobile Application Performance Management
- Web Performance Group
- Customer Experience Management
- Internet Retailing
- Web Analytics Professionals
- Internet and Mobile Banking Professionals

Blogs:

- [TRAC Research Blog](#)
- [Think Customers: The 1to1 Blog](#)
- [Customer Experience Optimization](#)
- [Net Features](#)
- [NRF: Retail's Big Blog](#)
- [Destination CRM Blog](#)

Top Ten Mistakes

- Founderitis
- Mistaking technology for execution
- Product focus
- Events
- Too many shifts in direction
- Acquisition inertia
- Subjective influences
- Naming/Branding

