



## Planning

BluePoint Venture Marketing  
12 Waltham Street  
Lexington, MA 02421  
(781) 861-7800

# Map marketing resources to sales process

## Product Acceptance Process



# Marketing Techniques by Step

- **Step 1 Understanding the problem**
  - Press coverage (PR)
  - Case studies
- **Step 2 Awareness of the market space**
  - Press and analyst coverage (PR)
  - Conferences
- **Step 3 Validation of your company as a key player**
  - Press and analyst coverage (PR)
  - Awareness programs (advertising, direct mail)
  - By-lined articles
  - Steady news flow
  - Case studies
  - Tradeshows

- **Step 4 Validation of your solution**
  - Press and analyst coverage (PR)
  - Outbound marketing/direct mail
  - Product collateral
  - Case studies
  - ROI calculators
  - Customer references
- **Step 5 Product Trial**
  - Product documentation
  - ROI reports