

# Technology Marketing: Challenges & Best Practices

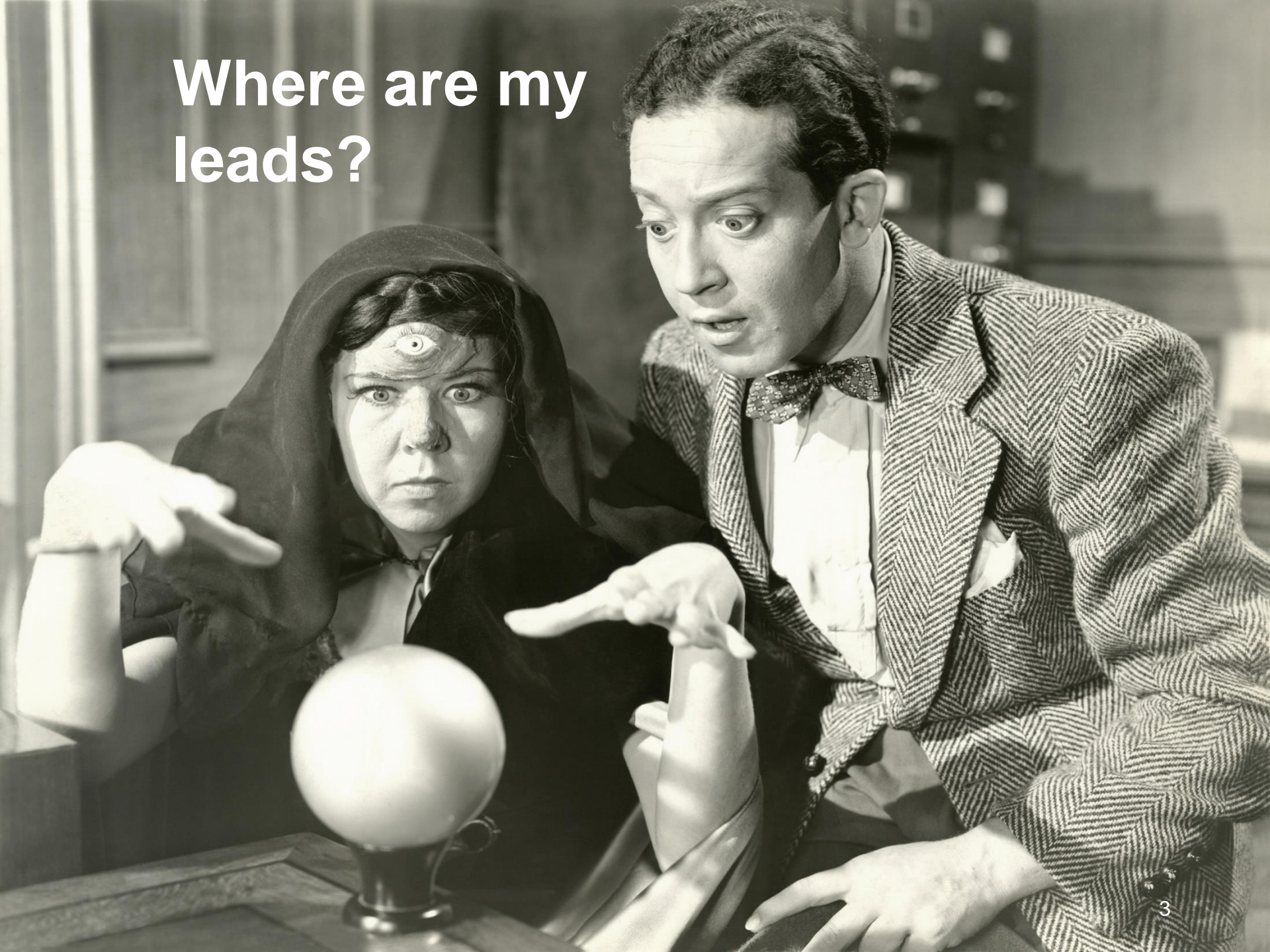
by Tina Miteko



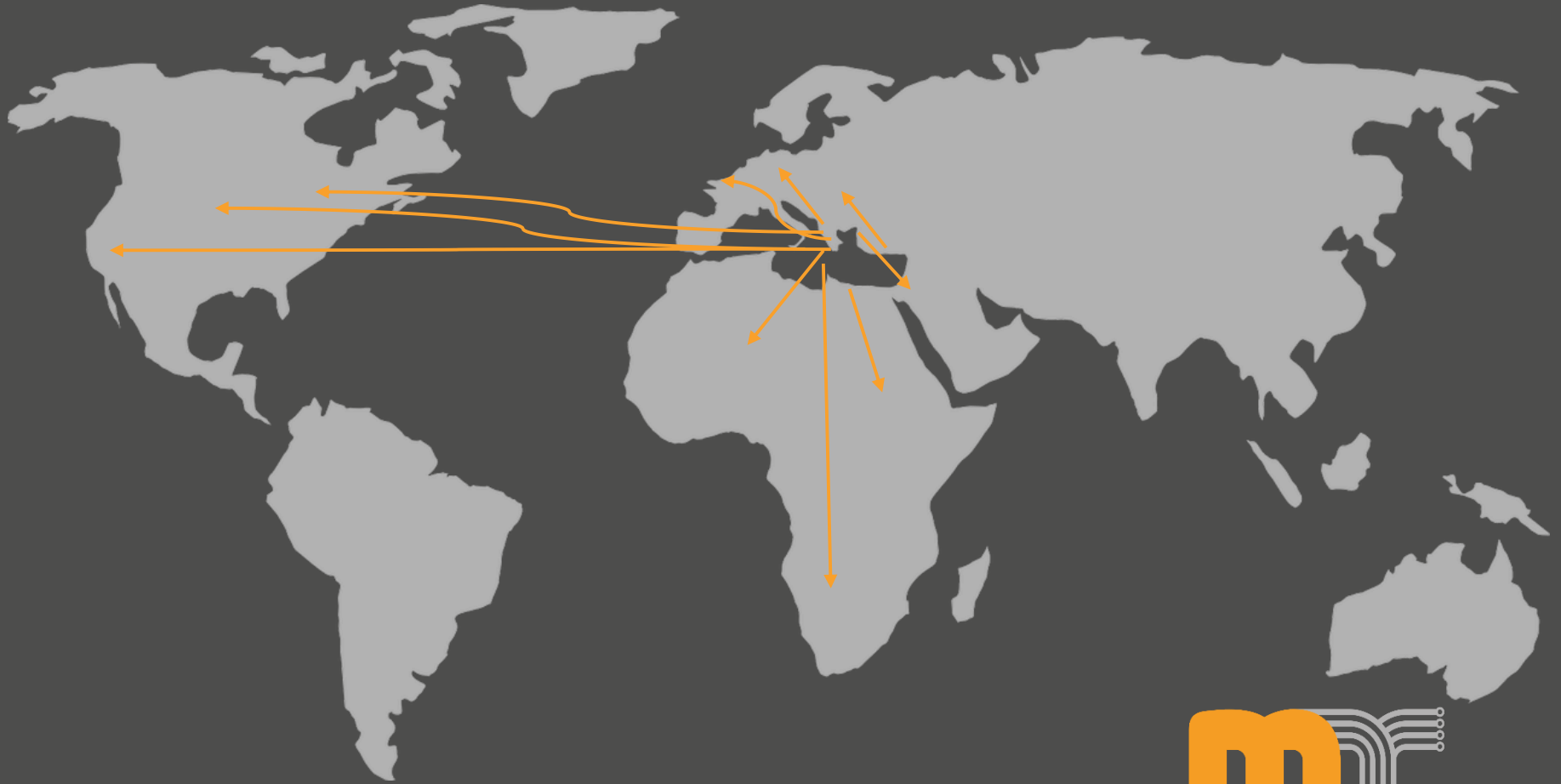
# Looking for your Marketing Strategy?



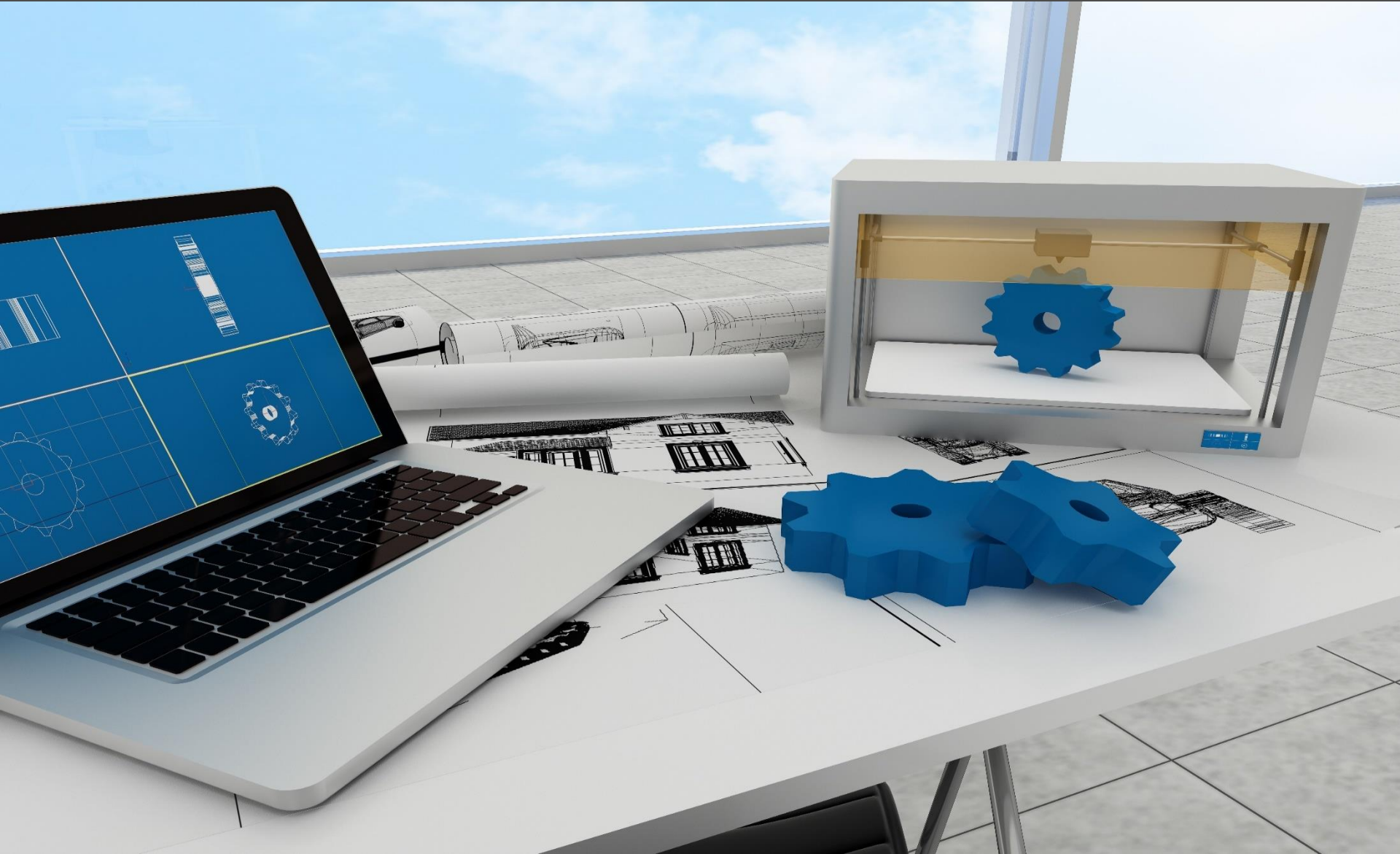
Where are my leads?



# Expanding to EMEA & USA



If you build it, they won't come.



Complex Messaging = Confused Customer



People care about how your company  
can help solve their problems

...in a language they understand.



# A Customer Success Story

- EDA software for electronic design engineers
- Revamp its image
- Technical, complex copy
- Outdated design, not optimized for mobile devices
- Marketing messages did not highlight benefits





# Laying the foundation

- Set objectives
- Determine target audience(s)
- Identify who is the most likely to buy
- Identify who is the least likely to buy
- What differentiates your company & products from your competitors
- Tie features to benefits



# How to convert leads/users into paying customers





# Triggered campaign based on

- First login
- Low interactions— bring back to use the product
- Frequent interaction – convert to paid subscribers

keynote MITE Mobile Internet Testing Environment Need help? Live Chat

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Dear Tina]

We hope you're as excited as we are about the newest version of Keynote MITE—the Mobile Internet Testing Environment.

The latest devices, HTML5 support and a new WebKit browser are only some of the reasons we're sure you'll like it. Whether to instantly test mobile Web apps from your desktop, or validate and optimize their performance on thousands of smartphones and tablets, MITE is ready to help!

Once you login, the easiest way to get started is to select a smartphone or tablet, enter a URL and begin navigating the site as if it were in your hands. It lets you test and analyze your website performance on any of the over 12,000 emulated device profiles built into the MITE device library.

We're glad you're using MITE and have taken advantage of its scripting capabilities! Did you know that with MITE Pro™ you can run multiple scripts on multiple devices—all at the same time?

First, create a Device Group of all of the smartphones you want to test. Then record a script on one device and run it against the entire group.

Now comes the multiplier effect—create a Script Group with all of the transactions you want to test. Run your Device Group with your Script Group and a grab a coffee. MITE Pro executes your test around the entire set. Once you're done, drill down for down on a particular device test and get the same detail performance data you've come to expect.

If you have a corporate email address and would like to learn more about upgrading to MITE Pro, let us know and we'll get you started with a free trial. Sign up now>>>

It's no app, you know MITE software. Have you ever wondered how your mobile website is performing when you're not around? Heck, can they you tell us!

With MITE you can record a script of each step of a typical user transaction. Once the script is recorded it can be played back in your Mobile Web Emulator. It's that easy! You can even record and play back scripts on real devices. The more detail from the mobile phone to your PC.

Set up customer alerts and alerts and get notified in real time when your site is having issues and not behaving as expected.

Now we've got something for everyone.



# Goals

- User adoption
- Move users to next level
- Accelerate sales cycle
- Convert to paid customers



# Get in touch



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