Technology Marketing: Challenges & Best Practices
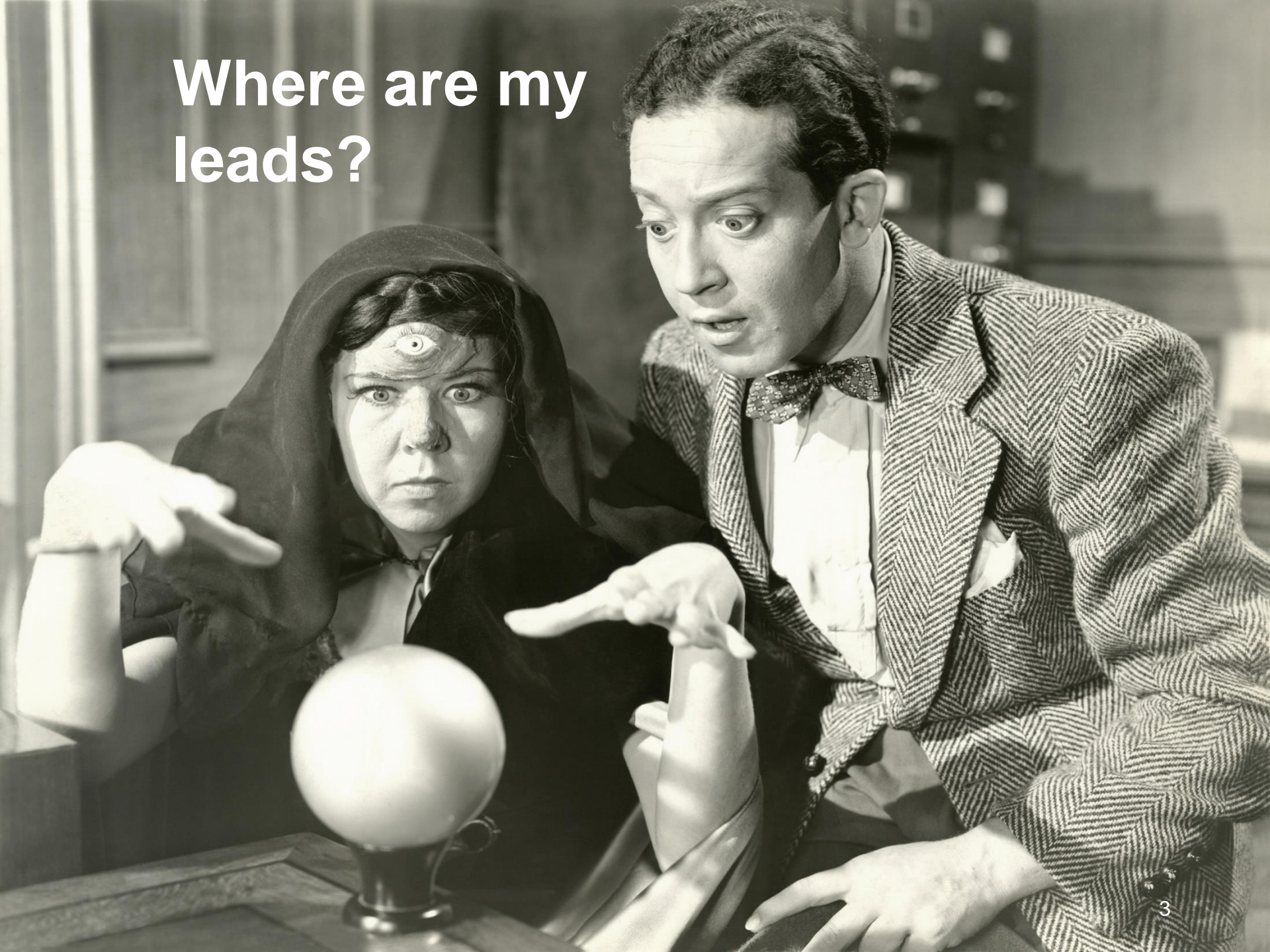
by Tina Miteko
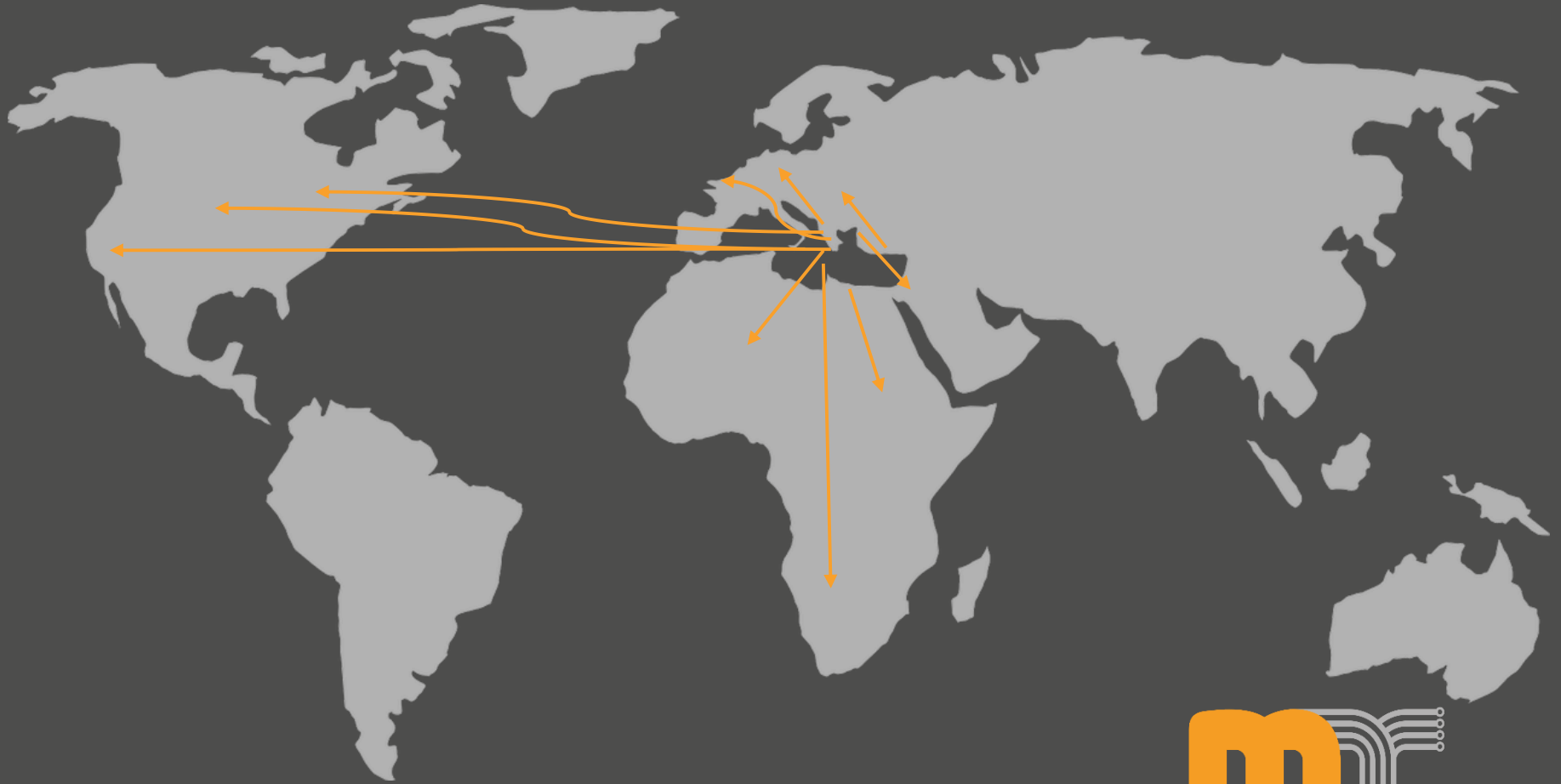
marketing for tech
strategy & execution

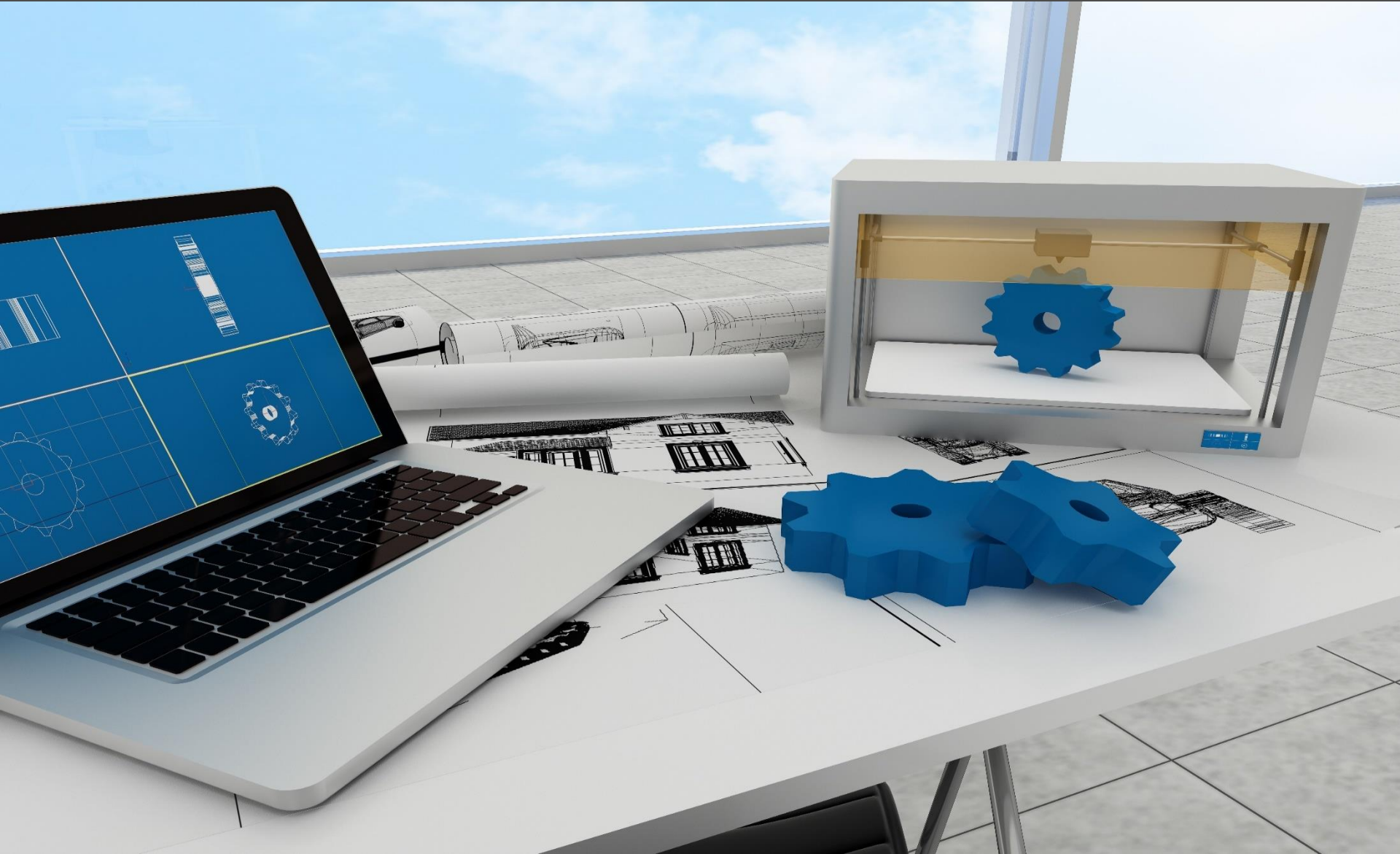# Looking for your Marketing Strategy?

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 <u>solve</u> their problems

…in a language <u>they</u> 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- Outdated design, not optimized for mobile devices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

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How to convert leads/users into paying customers

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Leveraging marketing automation

Triggered campaign based on

- First login

- Low interactions– bring back to use the product

- Frequent interaction – convert to paid subscribers

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Goals

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

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Get in touch

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