

STRATEGIC FOCUS THROUGHOUT YOUR MARKETING TEAM

For marketing to be effective it must focus first on strategy – otherwise you are shooting without aiming.

Yet when members of your marketing department are not educated on marketing strategy, they do just that. Often start-ups plateau or fall as the marketing team flails, launching one ad hoc campaign after another.

Guy Smith, the author of the *Start-up CEOs Marketing Manual*, coaches teams and mentors CEOs on the seven pillars of marketing strategy. Armed with this knowledge and real-world examples, your marketing department can work as a unit to precisely divide, conquer and dominate your markets.

Guy is the President of Silicon Strategies Marketing, a Silicon Valley marketing consultancy with an array of marquee clients. Having distilled near twenty years of marketing strategy work into the *Start-up CEOs Marketing Manual*, Guy now provides **on-site lectures and boot camps** for companies that want to improve marketing effectiveness and drive top-line revenues higher.

The key benefits to aligning your marketing teams through strategy education include:

- Optimizing execution by strategic, organization-wide go-to-market thinking
- Creating a marketing team that thinks proactively
- Adding momentum throughout one of your key departments

Start meeting your investors' goals by growing a great company and driving market adoption of your technology. Call Silicon Strategies Marketing today and together we will identify your team's strategy education needs and the best way to create a market-driven mindset within your company.

www.SiliconStrat.com

"Silicon Strategies was the essential element to [our North American] office creating a strong positioning and messages for that market . . . effectively promoted the SuSE image and helped us achieve a greater mind-share in the market."

Richard Seibt
Past President
SUSE and Novell EMEA



"Silicon Strategies provided the focus and guidance we needed to get to the next level."

Ian Henderson
CEO
Rubric



"Silicon Strategies helped us discover who we are. Our clarity of communications is several orders of magnitude above where it was before."

Roy Gum
CEO
Private Social Networks



"FundNET saw an immediate increase in the number of sales we were closing after we implemented Silicon Strategies Marketing's recommendations. The whole process exceeded our expectations and gave us an ROI in excess of 400% within months."

Jonathan Hunt
CEO
FundNET



"Silicon Strategies brought a level of clarity to our situation and helped us mark a path forward."

Andres Heuberger
President and Founder
ForeignExchange



"Silicon Strategies brought a lot of our knowledge and content into a clearer focus, and found ways of effectively communicating this. Prospects now discover why we are important to them very quickly."

Leila Modarres, Director of Marketing
DeviceAnywhere



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Below are the major pillars of marketing strategy. You can opt to have Silicon Strategies Marketing provide a comprehensive marketing boot camp for your team, or teach selected parts of the course to address current weaknesses within your organization.

Overview of strategic activities

- What marketing is and what it is composed of
- Market definition
- Segmentation
- Buyer genotype identification
- Whole product definition
- Positioning
- Branding
- Market message development (market and field messages)

Market definition

- Why define your market
- What is not in a market definition
- Common market definition metrics
- Market sizes (total, addressable, realistic, segments, geographies, other)
- Market bounds – identifying limitations (adoption, market disciplines, “six forces”, competition, economics)
- Positioning and SWOT as part of market definition

Market segmentation

- What are market segments
- Why bother segmenting
- Common segmentation models
- Why to avoid common segmentation models
- Organic segmentation models and the five key criteria
- Prioritizing segments (segment life cycles, self-referencing and score carding)
- Finding the common thread helps define your brand

Buyer genotypes/personae

- What is a genotype (common types, B2B and B2C)
- Influence, veto and mandate stakeholders
- Preparing communications for all genotypes
- Motivator and demotivator mapping (common threads and core market messages)
- Managing the complex sale with many genotypes – who is important and in which sales phases

Whole product definition

- What is a whole product (and generic, augmented and extended products)?
- Why it is important to develop a whole product offering?

- Nobody can build it all – the alternatives (build, buy, partner, depreciate, open source)
- Discovering the whole product for each market and segment (deep interviews, surveying, feedbacks, social/buzz)
- Whole product per segment and chaining segment-to-segment priorities

Positioning

- What is positioning and who cares about it
- You, your competitors, market perceptions and next-step moves
- Positioning as a tool to plan market dominance
- Positioning matrices (common, real and unique vectors, matrices)
- Positioning influence (whole product, genotype motivation, segments)

Branding

- What is a brand
- What branding is not and why the word is so misused
- Branding and communicating to the market
- The divided human brain – logical and emotive – how and why to tap both halves
- Why emotions matter to technology buyers
- Brands gone wrong – matching reality to hype
- Brand elasticity and knowing its limits
- Competing brands – when and why to have more than one brand

Messaging

- The myriad of messages (core, field, segment, genotype, topic/audience)
- The messaging matrix and the complexity of cross-messaging
- Messaging for multi-segment models
- Creating messaging – the structured approach (core, segment, field, external)

Research as a marketing function

- What is inbound marketing and why is it important
- Expected outcomes vs. features and benefits
- Fetching, receiving, and communing – depth vs. breadth and why getting both can be difficult
- Qualitative vs. quantitative and when to apply each research type
- Sales feedback and why to use it with caution

Call Silicon Strategies Marketing today and let's create precise, companywide strategic marketing teams

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