Marketing and Branding Strategies

SAAS COMAPNIES

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Contents

Introduction

This document is split into three sections: Market research, branding strategy and marketing strategy.

The strategies for „MARKIETERS"s have been developed by considering multiple aspects of the tools that they offer for their target ideal clients.

Market research section finds the trends for the tools/solutions' demands, credentials of target market decision makers who need „MARKIETERS"s solutions as well as the competitive landscape analysis for knowing how the leading companies in the market are conducting their marketing efforts.

Branding strategy section deals with the overall image development of „MARKIETERS"s, its PR and communication with its target market. This helps in streamlining how it is to be presented to the target market and how it has to create a rapport with them for increased conversions. This section will provide ideas on how to develop the brand according to the nature of the tools and solutions offered by „MARKIETERS"s and bring clarity to its value proposition for potential clients.

The marketing strategy provides methods to market and promote „MARKIETERS"s through multiple channels to use them as ideal client touch points. The strategies have been developed to are cost efficient and cost effective and should bring more client engagement and conversions.

Market Research

Here the target market's interest and demand for "low cloud" solutions has been analysed. It has shown that market for „MARKIETERS"s has expanded after the pandemic due to increased need of businesses and especially small and medium businesses to have a solution where they can manage track and execute all their activities.

Target Market Interest and Demand Trend
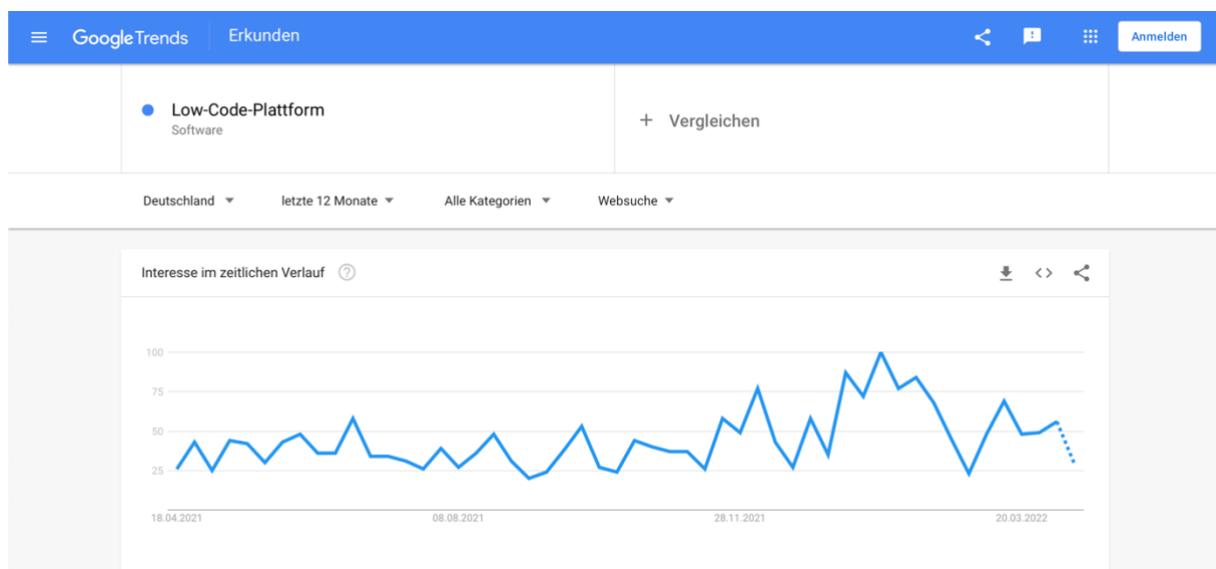
Above information acquired through **"google search trends".**

Data source, copyrights, and ownership: Google Trends – For Informational Purposes Only.

Target Cities

It is important to know which are the cities where the highest demand for your solutions is coming from. "Low cloud" companies need to target the largest cities from each region. The given regions are listed as per their relative interest in your solution. That is why some of the smaller regions are listed at positions higher than some of the larger regions. „MARKIETERS" need to start targeting them from the top.
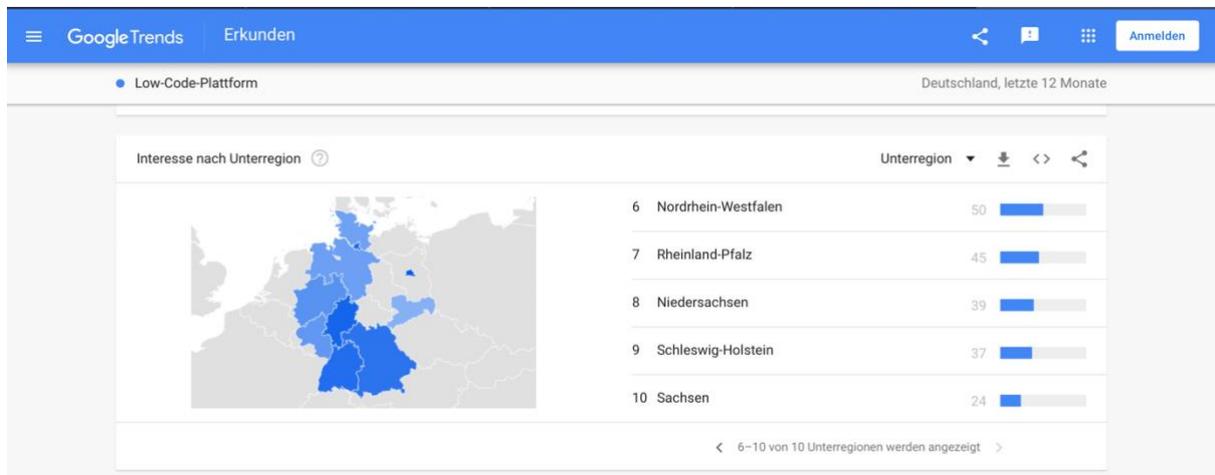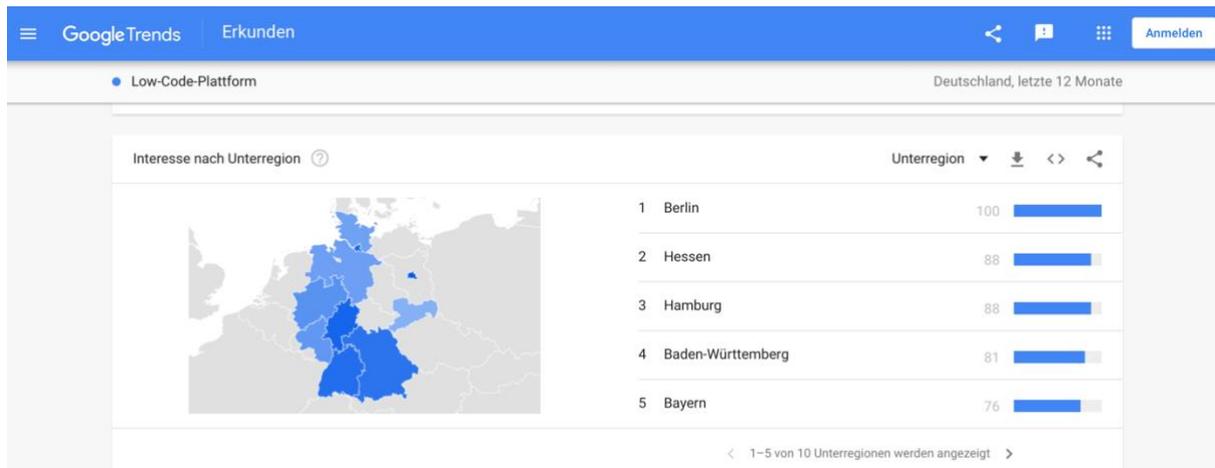
Above information acquired through **"google search trends".**

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Target Market

Buyer Personas

As the ICPs has same personas so here the following personas have been bifurcated for precise targeting through marketing strategies.

Persona 1

CTO, CDO, CEO

Issues and Struggles:

- Increase in ROI

- Visibility of the platform

- Meet all the deadlines

- Make combination of problems easier

- Committed vendors

Persona 2

Managers and Platform Owners

Issues and Struggles:

- Meeting deadlines

- Team's productivity monitoring

- Team alignment to the project goals

- Capacity management

- Issues with production

- How to reduce tech debt

Persona 3

Architect

Issues and Struggles:

- Problem assessment and mitigation actions

- Applying standards

- Decision quality enhancement among teams

- Enhancing development quality

- Evolution of platform for new features' ROI

Persona 4

Developers and Administrators

Issues and Struggles:

- Want to code better and have better resources at their disposal

- They hate manual code

- Need to keep the skills up to date

Marketing Channels

The following channels should be deployed for holistic marketing. Thus, reaching the potential clients through multiple channels and aid the effectiveness of the sales funnel.

- Google Ads

- LinkedIn (Ads and organic content reach)

- Social media (Ads and organic content reach)

- Blogs

- Engagements (networking)

Branding Strategy

Branding strategy has been developed for mapping out the strategy for „MARKIETERS"s' PR, brand image and positioning development.

„MARKIETERS"s' Persona and Voice

„MARKIETERS" have the following personality traits in the brand identity and its communications to make their impact with their target stakeholders.

Since the brand is all about helping business succeed through effective and efficient solutions and tools to help them in their low code clouds development. It is of cardinal importance that the brand exudes this idea of its personality. Clear manifestation of the following brand personality traits needs to be inculcated in the brand across all platforms and formats to increase conversion and reach relevant target audience.

Empowering Stakeholders (Leaders, Managers, Architects and Developers)

This is the most important trait required by „MARKIETERS"'s target market. This should be depicted through the tone of the communication and the choice of language through which „MARKIETERS" interact with its clients and let them know that they can help them strengthen their systems and processes with the help of „MARKIETERS"'s by bringing in all the processes the ambit of smart process management.

- o Use of first-person pronouns such as **"We" and "Us"** is essential in building rapport and trust with potential clients. It should also provide the sense of inclusion to the target market
- o „MARKIETERS" should also develop more content that the displays the exact benefits that will be provided to the clients, through the implementation and usage of „MARKIETERS"'s solution. Thus,

depicting how much time clients will save and how much percentage of their revenue and conversion it will increase for them on average by making their process more effective (include, an estimated figure)

o „MARKIETERS" should also provide the eventual value addition that should be provided to the target audience and what differences it would create for their businesses' efficiency and its financial management

Capable to Carry Out the Tasks (increase visibility, meet deadlines, identify and remove issues, increase productivity)

Second most important trait for „MARKIETERS" to have, is to look capable of providing the said benefits to its target audience. The aim is that people only buy „MARKIETERS"'s solutions because they know that it has the required features and provides them with the ability to handle their workload and provide them required solutions according to the struggles they face. It is important that the potential client sees „MARKIETERS"'s tools as capable of doing such.

o This can be done through displaying „MARKIETERS"'s team's strong professional experience and qualifications and by enforcing the first-hand experience and relevant knowledge which the company and team have acquired over the years working in the industry.

  ➢ A single video telling the issues the client usually face with their productivity, (where they have to manage each process separately and keep track of their deadlines, productivity, ROI and the team's effectiveness) and how efficiently you have provided them with effective solutions

> ➢ A short video about the outdated features or unnecessary features which are still offered by some other solution providers which are not of much use.

> ➢ Whereas „MARKIETERS"'s solution is based on just the right services mix – to let your clients get what they exactly need and let them have a hassle-free experience

Friendly and Building Success Through Right Solutions

Similarly, this brand personality trait is also presumed through „MARKIETERS"'s communication with the client through information provided on all platforms.

- o Warmth and the nature of being goal and success driven for the client because of „MARKIETERS"'s effective low code app development solution should be conveyed through using relevant features in your advertisements and your organic content

- o Using an informal tone for usual sentences used in communication would also be very helpful. As the market analysis has shown that businesses who go for such services and tools for their company's further development prefer to have an informal interaction and they perceive the tools to be more reliable and effective for their needs

- o This trait is most important in the knowledge economy. For example, instead of the phrases such as "Get the best low-code-app-development system in place" which companies usually use, „MARKIETERS"'s can instead say "let us help you manage your SaaS development while you focus on your core business."

- o „MARKIETERS" should use this conversational style more often in their written content as well as in the video transcripts of their short clips on website, Instagram, Linked and YouTube.

„MARKIETERS"s' Brand Values

Brand values are things that „MARKIETERS" should associate strongly with. They are more specific than brand personality traits and should be understood as the reflection of „MARKIETERS" brand's personality on your brand. They should be explicitly mentioned in the branding literature unlike character traits. „MARKIETERS" should use their Brand Values on their website and social media content. For example:

- ***Redefine technology leadership***

At „MARKIETERS", we provide essential tools and information to technology leaders to be even more effective at what they do. By mitigating risks and leveraging data in low-code cloud development scenarios, we are revolutionizing the world of tools development.

- ***Swift and convenient***

Managing cloud development is a complicated process that involves overseeing remote teams. We understand visibility and control can be major problems in these circumstances. That's why „MARKIETERS" is designed to be a convenient and quick solution for firms that require control without giving up speed.

Above examples were created them in the form of content that can readily be utilized in the website if applicable. They have been kept aligned with the brand's desired positioning.

Unique Selling Propositions

The USPs have been developed after market analysis. They have been developed to make sure that a brand builds a unique approach for its services.

Following USPs to be Used:

1. Highly focused services according to the requirements and struggles faced by each stakeholder to ensure swift process management of low-code-app development
2. Each solution options are specially designed to help users with increasing their effectiveness, remove lag from the processes, increase visibility, help them meet deadlines and bring efficiency
3. Principle of continuous development is applied to all solutions to ensure continuous betterment of the solutions offered according to evolving needs of the target clients in their competitive landscape.

The USPs would be advertised in different ways according to the situation. These factors should be used to differentiate your brand from others.

„MARKIETERS"'s Vision

At „MARKIETERS", we believe great outcomes emerge from the processes you put in place. Our vision is to be the SaaS tool of choice for cloud developers and technology leaders everywhere.

„MARKIETERS"'s Mission

We aim to simplify cloud development by using cutting-edge technology and innovation. No matter how challenging the situation, we overcome it with a convenient solution.

Examples of PR Taglines

1. *Simplify. Connect. Decide.*
2. *Win back control.*
3. *Welcome convenience.*

Brand Narrative

Brand story is the culmination of the whole brand. It should talk about the brand, „MARKIETERS"'s journey with the brand and the brand's ultimate development.

An increase in connectivity means that more and more software development is taking place on the cloud. Leveraging the flexibility cloud development provides also comes at a cost of heightened risks and time delays.

At „MARKIETERS", we started with an objective to provide seamless cloud development across platforms. Powered by a team of experts, we are defining the future of cloud development and technology leadership.

(This doesn't need to be a story which is told repeatedly. It is a couple of well-written paragraphs which are also shared in the marketing content or on the website, Facebook, Instagram, YouTube, etc. from time to time. I would suggest making a short YouTube video that tells about „MARKIETERS"'s different software and how they came to be.)

Marketing Strategy Q2

This section of the document should guide you regarding the marketing of „MARKIETERS". Different online strategies have been developed to fulfil the following marketing goals.

Marketing Goals

The marketing strategy for Q2 has been developed to fulfill following goals:

1. Reach the potential leads through multiple touch points
2. Engage the potential leads
3. Bring the leads in active lead pool to discuss their needs and share more information
4. Create brand awareness and brand equity
5. Create brand referrals
6. Increase website Traffic
7. Promote „MARKIETERS"'s in "Appstore"

Channels for marketing

- LinkedIn
- E-Mails
- Community Channels such as: Github, G2, etc.
- Google Ads

Posts

- 3 posts a day on your all-social channels
  - 1 post according to 1st marketing strategy and plan (Lead Generation and Sales Funnel)
  - 1 Post according to 2nd marketing strategy and plan (social channels)

- o 1 post according to 3rd marketing strategy and plan (social channels)
- At least 1 YouTube video and one podcast in a week precisely related to any of your services and the industry
- At least 1 google ad for 15 days based on 1st marketing strategy

STRATEGY FOR Q3

1st A - Marketing Strategy (Lead Generation and Sales Funnel)

This strategy provides a sales funnel to pitch „MARKIETERS" and its solutions to a relevant audience. In this way, the marketing strategy would yield greater returns on investment as the audience would become receptive at each stage. As per my market analysis, the AIDA strategy would be recommended for „MARKIETERS" at this stage. The AIDA strategy is divided into four steps. It is necessary for the target audience that it will be informed about „MARKIETERS"'s solution in steps to make sure that they build interest in „MARKIETERS"'s brand and become their client. That is why this strategy should lead the sales funnel in logical progression of different stages. The acronym AIDA stands for the terms **Attention**, **Interest**, **Desire** and **Action**.

AIDA strategy can be implemented on one-time marketing content like a cold calling, brochure, emails, one-on-one conversation, or Google Ads. etc by dedicating a separate phrase, sentence, or paragraph to each phase. Similarly, it can also be implemented in four different phases of time like in weeks or months or any time phases on social media etc.

Attention (Week 1 to 3)

- This step should **register** „MARKIETERS" in the mind of the potential client. At this step you can grab attention of target audience by using phrases like

"Let your low-code-app development process unlock its potential through the right tools in place" or "Let us tell you how your app development process can be streamlined to meet deadlines" This can be done by using **Facebook**, **Instagram** and **Google Ads** advertisements that can be **short videos or attractive stills**.

- The advertisements should convey the brand personality clearly through the language used in the advertisements. If the advertisements are videos, they should be very short video clips with captions (captions are necessary because many people have sound turned off).

- „MARKIETERS" must invest in the use of **YouTube** advertisements on videos related to business performance, workforce management, team building and business efficiency tips, etc. These videos can be a bit longer than those on social channels. The part which cannot be skipped (as per YouTube policy) should include the necessary information and tagines in 3-5 seconds while the longer video may have more details regarding your services etc.

Strategy Points for Professional Product

- How „MARKIETERS" can help them in bringing more revenue and efficiency in their app development process
- How it can increase visibility and reduce lags
- Call to action (discuss for more information)

Strategy Points for Enterprise Product

- How it can help them land more clients and increase their volume
- Increase in their revenue and time reduction for the development process

➢ Call to action (discuss for more information)

Interest

When „MARKIETERS" informs potential client about what differentiates their solutions and their unique approach and their qualifications, clients should recognize „MARKIETERS"'s brand and **develop interest** in future advertisements or content.

- It is important to not overload the clients with information, that is why this strategy progresses in steps. At this time, „MARKIETERS" should be able to present the brand in a coherent whole to arouse their interest to the maximum. Here „MARKIETERS" need to put emphasis on how great the impact your software should create for their client and how their efficiency and productivity should increase through „MARKIETERS" services.

- Responding quickly to queries should also be very important at this stage. The interest can be captured by **explainer videos** and „MARKIETERS" should aim to provide such content that should make it **easier** for the clients to know the process through which „MARKIETERS" should be helping them with their finances and processes.

Strategy Points for Professional Product

➢ How „MARKIETERS" increase efficiency and effectiveness of their development process

➢ How it reduces the downtime by avoiding issues in the process

➢ Relevant USP point

➢ Call to action (discuss for more information)

Strategy Points for Enterprise Product

➢ How to increase the team's ability to collaborate

➢ Helping find solutions recurring bottleneck in the development process

➢ Relevant USP point

➢ Call to action (discuss for more information)

Desire

Once „MARKIETERS" have developed the interest of their potential client in their solution, their desire for taking action should follow. The action should be purchasing the solution right away or scheduling a consultation session.

- „MARKIETERS" should provide **a free assessment along with consultation at this stage (very important to get initial traction. You can also offer additional services or a demo - free of charge for a limited period of time like for first month)**.

- Client testimonials would also be very important at this stage, and this should be advertised testimonials of previous clients that can should be advertised on "Online communities e.g. Github, G2 etc." your LinkedIn Page, LinkedIn groups, Blogs, Facebook page, Facebook groups, Instagram and YouTube at this stage.

- It is important to have video testimonials that explaining how Quality Clouds client benefited from using their software etc. These will help reassure floating clients that it is worth purchasing „MARKIETERS" solution.

Strategy Points for Professional Product

- ➢ Helps in enforcing standards
- ➢ Remove production issues
- ➢ Unlocking new ROI paths
- ➢ Call to action (discuss for more information)

Strategy Points for Enterprise Product

- ➢ Better equipping the team with latest tools and solutions
- ➢ Increase their productivity
- ➢ Remove tech dept
- ➢ Team alignment with goals
- ➢ Call to action (Reach to discuss for tailored solutions and needs)

Action

At this stage „MARKIETERS" potential clients should be displaying concrete interest to buy a solution. Therefore, this process must flow smoothly. „MARKIETERS" should provide **"Buy Now" "Contact Now" buttons or options for securing an appointment or selling the software** in your Facebook and Instagram profiles as well as on online advertisements. It is important to use bright colours over dark background while advertising buttons in your ads. This colour combination makes the ad stay in the memory of the viewer for long and hence they are more likely to buy.

Strategy Points for Both Target Categories

- ➢ Reiterate the issues they face and the solutions you have for them

- ➢ Why „MARKIETERS" solution is different from others

- ➢ How it should impact their ROI and effectiveness

- ➢ Call to action (learn more or buy)

Retention

For retaining one-time client and keeping them engaged, I would recommend that „MARKIETERS" launch a newsletter, a blog and a YouTube channel which can also be used to advertise newer formats and models of solutions. The YouTube videos and blogposts regarding tips would be crucial for this. Monthly newsletter and daily/weekly blog would be highly effective to build „MARKIETERS" credibility and keep a large pool of client engaged with the brand for a longer period.

STRATEGY FOR Q3

1st B - Marketing Strategy (Lead Generation and Sales Funnel)

Attention

Strategy Points for Professional Product

- ➢ How the process management can be enhanced
- ➢ How the app can be developed better
- ➢ Call to action (discuss for more information)

Strategy Points for Enterprise Product

- ➢ How the team can better collaborate and reduce their time lags
- ➢ How to help in effective app development
- ➢ Call to action (discuss for more information)

Interest

Strategy Points for Professional Product

- ➢ How to make the processes easier to manage and increase their visibility
- ➢ How ROI increases with solutions
- ➢ Call to action (discuss for more information)

Strategy Points for Enterprise Product

- How to help managers with their platform management

- How to equip them with new knowledge and resources

- Call to action (discuss for more information)

Desire

Strategy Points for Professional Product

- How to help them perform better in competitive landscape

- How to increase their efficiency and team management

- Call to action (discuss for more information)

Strategy Points for Enterprise Product

- How to help them cater to more clients in less time

- Get done more in less time

- Call to action (discuss for more information)

Action

Strategy Points for Professional Product

- How to can help them in getting more business

- How to help them lead in their niche

- Call to action (discuss for more information)

Strategy Points for Enterprise Product

- How to get them better process management

- How to help them unlock new ROI

- Call to action (discuss for more information)

Social Media Strategy

The content that a brand can generate on social media can be divided into three categories: **Owned, Paid, and Earned**.

Owned content is that which „MARKIETERS" brand owns e.g. website, Facebook, and other social media channels. The content that is generated on them is fully under „MARKIETERS"'s control. It is also free other than the hosting or development fees of the website. **"Owned" should include daily updates on social media e.g. Daily life at „MARKIETERS", how the team works, etc.**

Paid content is the promotional material that „MARKIETERS" pay for. For example, Facebook banner ads, YouTube video ads, or Instagram ads. If „MARKIETERS" pay an influencer to promote its services should also count as paid content. It is necessary to increase the reach of your owned content hence this should be used to promote the services initially, so eventual costs of promotion decrease in the long-term as „MARKIETERS" owned channels would become popular with time. **"Paid content will normally boost social posts, videos and photos."**

Earned content is the most valuable social media marketing. It is that content which is produced by people themselves for „MARKIETERS"'s brand. „MARKIETERS" does not have control over it, but it is an excellent source of **word-of-mouth marketing** and generating this type of content should be your ultimate goal. This includes client testimonials and reviews. They would play a crucial role in convincing potential clients. „MARKIETERS" should contact clients and offer a

"Goody e.g. small gift" for writings reviews in App Store. The reviews can in return be used also in „MARKIETERS"'s YouTube Vlogs. **"Resharing of posts by your target audience and the sharing of their experience with your solution should fall in this category."**

Facebook Strategy

Facebook can be very effective in marketing in terms of brand awareness and employer branding. Facebook content must also be advertised at regular intervals.

There are many types of Facebook content such as posts, photos, videos, stories, and live content. Posts with images drive about 2 times more engagement, and hence all your posts should be with a relevant photo. The design language of the photos should be kept consistent according to the branding brief provided in the branding strategy section. There should be a logo in the corner of every photo that „MARKIETERS" share and any text that is displayed on the photo should be in **Plantin Semibold** font. „MARKIETERS" may use the **Adobe Spark Post** application to standardize their Facebook and Instagram content. (These fonts are proven to be most effective on these channels).

Instagram Strategy

Your Instagram handle would be very effective in giving your brand a professional outlook and as a landing page for your advertisements and informal communication with various audiences. The reach of your Instagram content depends heavily on the choice of your hashtags. The content on Instagram should be light-hearted and informal. It is also a good idea to share photos of

activities/sessions you are conducting, employee life at the company etc. This 'behind-the-scenes' content usually helps to build rapport with the target audience. It is also important to share small bits of information with your IG followers in photo posts.

MRAL Strategy for Organic Reach

MRAL is developed for organic reach through social channels

This strategy is broken down into further 4 steps to align your Instagram content with the preferences of your international target audience.

Monitor: You look for trends and see what kind of posts are on your timeline (this strategy would be more effective if you are following a lot of people from your target audience). I would recommend that „MARKIETERS" analyse competitors and other trendsetters in the services or such software market. „MARKIETERS" should also monitor trends by analysing the performance of their own posts (see if a different hashtag is performing better.

Current Industry Trends Monitored for social media:

➤ How you can help you target market with effective solution for their low-code-app development
➤ What are the critical areas for really effective process management system at one place and how yours is the best fit for them?
➤ Tips for better management of their development process and execution
➤ How they can increase efficiency of their teams and reduce time lags
➤ How your solution increases visibility, issues finding and help in meeting deadlines

Respond: „MARKIETERS" can respond to these trends by making content along these lines. „MARKIETERS" can cash in on the recent trends by producing similar content. For example, recently there were a lot of posts about automated voiceover etc., „MARKIETERS" can relate your software's relevant market with it. Try to make posts for each of the top three/five trends that are doing well. This would be „MARKIETERS"'s response to the trends.

Respond:

- ➢ How to make the process easy through effective solutions and swift implementation
- ➢ How Quality solutions are the best fit for them

Amplify: In any case, some of „MARKIETERS"'s response posts would do better than the others. At this step, „MARKIETERS" should amplify the content of the posts that are doing better and make more similar content. This would increase the reach of their posts as people would be getting only the content which they like.

- ➢ Develop similar posts to the one which get more traction
- ➢ Engage audience in discussions on such posts

Lead: When „MARKIETERS" have built a large following for a various posts, „MARKIETERS" can place their software directly in them or people to contact you or purchase your services. This is a positioning, that „MARKIETERS" would implement after the MRAL strategy would have high conversion rates from post views to visits to your page to buy the software. Instead of reinventing the wheel,

„MARKIETERS" should capitalize on the followership they have already created through their posts.

> ➢ **Provide call to action at the end for more information and better understanding**

YouTube

„MARKIETERS" need to provide target market with small branded informative videos, a podcast series as well as short informational videos – micro learning for organizations decision makers.

- Philosophy of „MARKIETERS" solutions and unique process management and the brand as a whole
- Specific features of each tool and aspects of the solution
- Link „MARKIETERS"s' personnel experience and professional qualifications with the development of any efficient system
- Provide some simple tips for better management of app development processes
- Podcast series for educating developers and architect about enhancing their processes
- Small bit of latest market information and changing needs of the market
- Upcoming solutions
- Testimonials of Quality previous clients (video testimonials)

2nd Marketing Strategy and Plan for Online Platforms

You need to do that following as standalone Facebook, Instagram as well as LinkedIn strategy for reaching the target market.

Interests to Be Added

- App development
- Low-code-app niche
- Increase in productivity

Type of content for be shared

Daily 10 stories/posts to be posted about the following on FB and IG

- 2 the problems clients face
- 2 about services and their benefits
- 2 about how your services avoid hassle and any potential issues
- 2 about how other leading solutions don't offer such solution
- 2 for educating and equipping business with new tools and information for their better development process management

Hold weekly Q&A session to answer queries of general and specific nature

3rd Marketing Strategy and Plan for Online Platforms.

Day	Strategy
Sunday	A photo post about the abilities of the company and its link with services and functions
Monday	A photo post asking your target audience about issues in their low-code app process management systems and how you can provide them a solution
Tuesday	A Photo post about your different features of „MARKIETERS"'s

Wednesday	A video having you in it explaining how you solution is effective for businesses. If not, video you can do that with your photo in a professional setting.
Thursday	A photo post or a video clip of your client testimonial
Friday	A short video telling what problems your target audience faces and how they can be sorted out through „MARKIETERS"'s
Saturday	Photo post with link to your YouTube that you can release every other Saturday.

Important Things to Be Kept In Consideration For Social Media

1. It seems a lot of hassle to make so much content. To avoid any hassle, content should be integrated in batches. For example, generate all the video content in one go, design posts in another and so on. After that they can be scheduled for each day.

2. „MARKIETERS"'s can shift days and can change content according to their convenience, but the theme and strategy should remain same in the given week.

3. Post similar content on FB and IG daily.

4. Responsiveness is the key to effective app development management, make sure you have a fast response time.

5. In the start keep Quality the targeted regions for all online advertisement limited to cities provided according to "Google Search Analytics". This methodology should enhance the penetration of „MARKIETERS"'s campaigns and should increase per dollar returns.

6. After at least 2 to 4 months „MARKIETERS"'s should start targeting other metropolitan areas. Same plans need to be implemented on those campaigns too to keep the message consistent

Email Strategy

The given message development should help clients in getting to know „MARKIETERS"s services better and the positive changes of availing for software should also increase. „MARKIETERS"s should collect clients' emails when they offer them free initial assessment as the result of the assessment should be delivered to their emails.

Following structure must be followed.

1. **Get the right tool/solution according to the nature and needs of your low-code-app development processes** (now the next part of the message should contain software's relation with their benefits for their business)

2. **„MARKIETERS"s brings you effective process management, increases the visibility and enhances the team's performance to ensure meeting deadlines** (mention each feature and their benefits along with hassle free process)

3. **How the solutions are better than many in the market** (mention „MARKIETERS"s value, USPs and brand story – a few parts)

LinkedIn Strategy

Profile Development

„MARKIETERS"s should use LinkedIn to drive traffic from industry through organic reach. LinkedIn is currently becoming more effective for having better penetration among industry stakeholders. The following strategy for profiles' development should implemented. The language and values as provided in the strategy document should remain applicable on LinkedIn content too.

Profile for the company to be developed with all the links to **"App store",** website and social media handles embedded in it.

Owner („MARKIETERS"s) and employees should have their own individual profiles developed and then added as directors to the company profile.

Furthermore, if the company hires any staff at the start, then it should also add their profiles as employees with the company profile.

Company and each member's profile should add people from the industry in the contacts. Following persons should be added:

- Leaders
- Managers and architects
- Developers

Then all the profiles should join relevant LinkedIn groups and share knowledge worthy content in the groups which should be meaningful (as the given strategy explained in the following section). It is to be noted that LinkedIn account of „MARKIETERS"s brand and its employees must not be used as content promotion channels like LinkedIn, Instagram and Facebook. They should be used to share knowledgeable, relevant and valuable information with the industry peers

because they are all there to seek valuable information. Only then will „MARKIETERS"s should get real leads.

Following Strategy for the content should be followed „MARKIETERS"s

The content should be developed and shared on daily basis. It should also be cross shared with links embedded on Twitter, Facebook, and blogs posts.

Status should be updated for sharing valuable information. Each update should have information in pointers format or should have a line space after every two lines to make it easy to read. Relevant photo or infographic can also be used. Following information patterns should be used.

- **Develop a hook** in the start of each content update by starting the update by asking them a question, telling them some industry update, providing them some information, etc. It should use any of the format of how, why, when, what which etc

- **Use data and stats** to provide them information related to your solutions and their effectiveness for your target market

- **Most importantly use "Ego Bait"** status. In such statuses you should share your company's point of view on specific aspect related to each service or solution in financial management and processes management industry as whole. You should tag some of the popular or known personalities from the industry in the status and ask them to share their point of view. This way you should be able to start a conversation and should also be able to get exposure from the followers of those personalities too.

- **Ask them about their experiences**, struggle, and hurdles in the industry

- **Share your own struggles** and failures

- **Share a relatable story** with some knowledgeable information for industry professionals

- **Ask or share thought provoking ideas** regarding „MARKIETERS"s services and brining innovation in the industry

- **Ask open ended questions** about the future of the industry and its current position

- **Share personal stories** about being in the industry

- „MARKIETERS"s should also share some **controversial point of view** regarding the industry. The content should be strictly limited to the industry. This should provide others motivation to share their point of view too.

- „MARKIETERS"s need to **hold webinars** for marketing managers and owners for such brands etc by inviting some industry experts to share their knowledge with them. This should also increase your footprint in the market .

Influence Model

Influence model is developed here for simplifying „MARKIETERS"s' unique positioning in the market and clearly communicate its value proposition with potential clients

3 Ps of Model

To develop your basic solution promise

Problem: Leaders, managers, architects, and developers face issues with their low-code app development process and efficiency.

Promise: „MARKIETERS"s help in bringing efficiency, effectiveness, increase visibility and enhance team's productivity with its cutting-edge solutions.

Process: It's highly targeted features have been developed to help streamline the development process

Influence Model Map

	Industry Category	Industry Niche	Micro Targeting
Logic	Low-Code App Development Process	On platforms	With the help of solutions developed for effective -low-code app development
	Brand	Problem	Promised Solution
Emotion	„MARKIETERS"s helps its clients	Which currency face issues with their development team collaboration and management along with finding issues in their development	„MARKIETERS"s help bring efficiency, effectiveness, visibility, team collaboration, and reduces bottlenecks

Monthly Marketing Budget Estimates

Following are the monthly marketing campaign budgets provide for your brand.

Platform	Lower Monthly Budget	Higher Monthly Budget
Facebook & Instagram	250	600
Online Communities, Magazine Interviews etc.	1000	2500
YouTube	800	1400
Google Ads	1200	2000
LinkedIn	500	800
Blogs	350	500

Overall Strategies

- ➢ Collaborate with previous or current clients to create more case studies

- ➢ Approach Industry Publications with Guest Article Pitches

- ➢ Build Strong Relationships with Forrester and Gartner

- ➢ Connect & Share Content from Industry Influencers

- ➢ Craft Retargeting Strategies for Website Visitors

- ➢ Acquire industry publications eg. G2, Peerspot, Go Experts Change, Whalepath, Trustradius, Charodix, Capterra, Sedo, Ombud, Spiceworks and Testbox

- ➢ Create Behind-the-Scenes Videos: In a saturated Market, customers identify authenticity as a top-quality that attracts them to a brand.

- ➢ Participate in Live and Virtual Events

- ➢ Create Webinars and Events

- ➢ Run social media ads

- ➢ Join & post in Online community: eg. G2, Peerspot, Go Experts Change, Whalepath, Trustradius, Charodix, Capterra, Sedo, Ombud, Spiceworks and Testbox Saas Insider, Saas Invader, e.g. Reddit, Quora, Discord, Slack groups, Facebook Link Building Community. Facebook , - The Digital Nomad Community, Grow G2 RATTINGS, Grow Google ratings, Marketing,

- ➢ Author Guest Blogs: promote solutions via Guestblogs

- ➢ Be a Podcast Guest: promote solutions via podcast

- ➢ Optimize Internet presence: Website, Social media, Google Business, Bing Business, Wikipedia

- ➢ Run Sponsored Updates on LinkedIn + Social Media

- ➢ Launch targeted PPC Campaigns

- ➢ Create & send monthly Newsletters

OKRs - Objectives and Key Results

1. **Customer Satisfaction**
   a) Customer satisfaction is to be measured by the Net Promoter Score (NPS) which should tell how likely your clients are to recommend your SaaS tools. Achieve an **average NPS of 7.0 out of 10 for each month**.
   b) Question: "How likely are you to recommend „MARKIETERS?" - the answer should be a selection option from 1 - 10.

2. **Paid Ads Conversion**
   a) Keep the conversion rate from ads to **above 10%** each month.
   b) The overall key objective score should be a weighted average of the above 4 objectives. The weights are as follows: revenue (2), customer satisfaction (2), sales (1), and marketing (1).
   For example, if the sales increase by 3% instead of 5%, the score for sales should be $\frac{3}{5}*1 = 0.6$.

3. **Newsletter Awareness**
   a) Attract new visitors with the weekly newsletter
   b) Create & Implement Monthly Industry Information Newsletter
   c) Increase the number of subscribers from 0 to … with 2022.
   d) Increase the open rate of the newsletter from 0% to 35%

4. **Relaunch the company blog**
   a) Increase blog subscribers to from …. to ….0
   b) Publish 9 new blog posts in 2022 (1 monthly)

5. **Brandawareness through Industry Publication**
   a) Build Strong Relationships with Forrester and Gartner i.e. Release 3 content articles in the leading industry online publications.
   b) Publish 15 press pieces in the relevant publications. Host 3 industry meetups with 100+ participants each.
   c) Hold 5 webinars with 50+ participants about the product features.
   d) Complete 2 analyst briefings and submit 3 analyst report

applications by Q4.
e) Feature 2 Industry Analysts in company webinars by Q4.

6. **Social Media Marketing:**
   a) Increase the number of subscribers Linkedin, Facebook from .... to ..... Create ...... youtube vidoes
   b) Increase number of youtube views from .... to .....
   c) Increase the number of monthly leads from social media sources from ....to ....

7. **Search Engine Optimization**
   a) Achieve #1 place for top 15 relevant keywords.
   b) Add 100 new referral links.
   c) Increase the referral traffic from .... to .... Visitors.
   d) Increase the monthly visitors to the website from .... to ......
   e) Increase DR score from .... to ....on Ahrefs.
   f) Decrease homepage bounce rate from .... to ....
   g) Grow website visitors by 3% each month
   h) Improve conversions on Landing Pages by 5%.
   - Achieve >50 MQLs from Google AdWords
   - Achieve >50 MQLs from Twitter ads
   - Achieve >2% CTR

8. **Churn Rate**
   The churn rate is the number of active monthly users who have left. This would be calculated by the following formula: (Number of users left/Number of users at the start of the month)*100%
   A monthly churn rate of **under 5% is ideal**.

9. **Customer Acquisition Cost (CAC)**
   This is the money spent to acquire one new customer.
   (Total money spent on marketing/new customers acquired)

10. **Lifetime Value of a Customer (LVC)**
    This is the average amount a customer spends with „MARKIETERS"s over the length of their relationship with you. In order to achieve healthy profitability, the CAC should be less than **33% of the LVC**. An even stronger metric would be when **CAC is equal to 25% of LVC**.

KPI'S

- Sales Growth
- Leads
- Website Traffic
- Sessions
- Users
- Page views
- Page per Session
- Average Session Duration
- Bounce Rate
- Cost of Customer Acquisition (COCA)
- i.e. Total Marketing Investment / Total Number of Customers acquired
- Social Media Reach and Engagement
- Organic traffic and SEA traffic
- Organic Traffic from google & co
- SEA : Traffic from Paid advertising pay-per-click ads
- Email Marketing Performance
- Open Rate
- Click Through Rate
- Conversion Rate
- Blog Visits

Campaign Suggestion:

<u>TRIAL TO PAID SUBSCRIPTION</u>

Goal: "Increase trial subscriptions by ….% Q3 quarter compared to Q2"

<u>SCOPE:</u>

- Welcome to the Trial (include your best tips for getting the most value right away)

- Use Case Example (inspire your trial users with a simple use case or 2)

- Social Proof (show off your best reviews and testimonials)

- Soft Offer with Content (hint toward your offer and provide some helpful content)

- Direct Offer (include a little urgency now and remind your user the trial is ending soon)

- (Mini case studies)

- (3-blog series, each on one specific benefit)

- (Testimonials)

- We're here to help (Clear information about your knowledge base and support options)

- Require permission to receive newsletter.

- Use collected info to „Nuture" Prospect via Followup Emails and Newsletters

<u>Channels and media for distributing campaign :</u>

- Video (on your website, social media channels, YouTube, even email)

- Email (segmented batch emails and automated workflows)

- Organic social media posting and community engagement

- Advertising (search, display, social)

- Blog and website content

Positions needed in the company

Head of Marketing, Communications & Growth

As Head of Marketing, Communications & Growth is responsible for marketing activities and to optimize the market position.

YOUR TASKS

- You scale company up to the next level with your experience in B2B-SaaS
- You test and develop different global campaigns, strategies and roadmaps.
- You regularly test and optimize our campaigns, keeping an eye on relevant performance metrics
- Your focus will be to acquire new customers and partners
- You work intensively with other divisions such as Sales, Partner Management or Product Management
- In particular, you will work with the Management Board to develop a consistent content growth marketing strategy which you will successfully implement with your team that you will lead
- You are responsible for the planning and budgeting of the Marketing Division and carry out regular OKR and KPI reporting
- You continue to expand our marketing team and are responsible for it independently

Profile

- You have a proven track record scaling a B2B SaaS
- You have successfully completed a university degree or comparable qualification and bring in-depth experience in the field of marketing, preferably in the environment of software solutions.
- You have in-depth knowledge of acquisition campaigns on digital channels and are a full-stack marketer
- You have already built growth infrastructures in the past, structured them and evaluated them with the help of analysis tools
- Ideally, you are familiar with building and implementing a holistic growth marketing strategy
- You're a pro at marketing automation and CRM tools like HubSpot
- You have an entrepreneurial mindset, are creative, trustworthy, and have excellent communication and team leadership skills
- You find yourself in our mission and value promises and can use them convincingly to win new customers and partners
- You have a very good knowledge of spoken and written English as well as Spanish at B2 level

Senior Product Marketing Manager:

As Senior Product Marketer, you will work with the marketing, sales, and development teams. This is a senior position reporting directly to the head of marketing.

Your Tasks:

- own the development of the product strategy for your team
- Developing the long-term roadmap
- Own the discovery process for your area and engage with User Research and User Testing
- Develop a deep understanding of customers and user personas, and work with the Growth Marketing Team to build campaigns to position the product, and introduce new product features.
- Conduct competitive analysis, get insights, and build insights into marketing strategy and tactical materials.
- Manage the copy of the Phantom pages but also improve their design. Would be the same for the Page dedicated to the product and its usage (i.e: Use-cases).
- Record and upload videos about the product to help users become successful (Phantoms tutorials, Strategies…).
- Host webinars on a regular basis.

Your profile:

- Several years in product management at B2B SaaS or Marketplace companies
- Knowledge of Service Now App Store
- Solution-oriented and result-driven and Strong interpersonal skills
- Strong UX Background preferable
- Experience in data testing
- You understand the competitive environment we operate in, our target customers and the customer journey. You know how to get insight into how our customers use the current products.
- You're experienced in marketing SaaS products in a B2B environment and are motivated to get to know the Atlassian Marketplace business.
- You're familiar with many and varied product marketing techniques, such as creating personas, outlining customer journeys, pricing strategies, building go-to-market plans, and implementing integrated marketing campaigns.

- As the first marketing professional in our product team, you'll need to have the necessary qualifications and experience.
- You truly understand digital marketing channels, and how each can be used to attract new customers.
- Proactive, flexible, and capable of working independently as well as working in a team
- Startup mindset and pragmatic, hands-on attitude
- Fluency in English (Spanish is a plus)

Communications & Content Manager

Tasks

- You will be responsible for Content Strategy incl. content planning & content calendar
- You will create articles, white papers, blog posts, email marketing messages, press releases, web copy, video content and newsletters
- You will research and prepare presentation content, case studies and survey reports
- You will conduct and optimize SEO Keyword Research
- You will stay on top of the latest industry trends and customer challenges to build a more effective editorial calendar
- You will work closely with senior leaders, marketing teammates and other departments to create effective communications strategies that articulate our product's core benefits properly and consistently
- You will push the business to adopt better content creation practices through frequent testing of new content formats and distribution channels
- You will manage all creative resources including design specialists, copy writers and other agency personnel
- You will implement new tools and processes for effective creation and measurement of content
- You will optimize the delivery strategy by implementing best practices and repeatedly testing tools, content formats and distribution channels with various target audience segments
- You will ensure all communications adhere to brand and communications standards
- You will provide accurate and timely project reporting on all content marketing activities

Profile

- You are familiar with content management systems (e.g. Twill/Wordpress) and ideally have basic knowledge of HTML and CSS
- You are familiar with the interaction of marketing channels such as SEO and analysis tools (Google Analytics) in relation to content optimization.
- Ideally, you have already developed concepts for A/B tests. 8+ years of experience in marketing communications

- 5+ years of experience as a content strategist
- An adept writer with expertise in marketing for a high-growth cloud technology organization and writing for a variety of B2B audiences, including C-level, IT, marketing and sales, and HR
- Experience managing freelance writers and other external partners
- An unwavering commitment to accuracy, grammar, and spelling
- Ability to turn around projects quickly
- Creative, imaginative, organized, and reliable You have a hands-on mentality and high-quality standards. Additionally, you are committed, communicative and responsible
- You enjoy working in a dynamic and agile team
- Very good English skills complete your profile (Spanish is a plus)