

# Fueling growth with SwayTech's Tactical 20.

**Tactic #7**

**Time to get  
up close and  
personal.**

**Sway  
Tech.**

# Hyper-personalised Marketing.

## Why?

Because this is what customers expect, this is what creates trust and credibility, evidence that you have taken the time to really understand your prospect, that you know them and care about their needs and their experience with your business.

# KPIs you should have in place.


**These will be business model dependant**

- Engagement with educational content (across multiple mediums)
- Lead generation
- Conversion rates
- Reduced support inquiries
- Referrals

# Step 01. Customer Needs Analysis.

Identify common challenges and needs customers face in using your products/services. Uncover the 3-4 drivers of behavioural change.

**TOP TIP:** Tactics #1-#6 will provide the inputs needed.

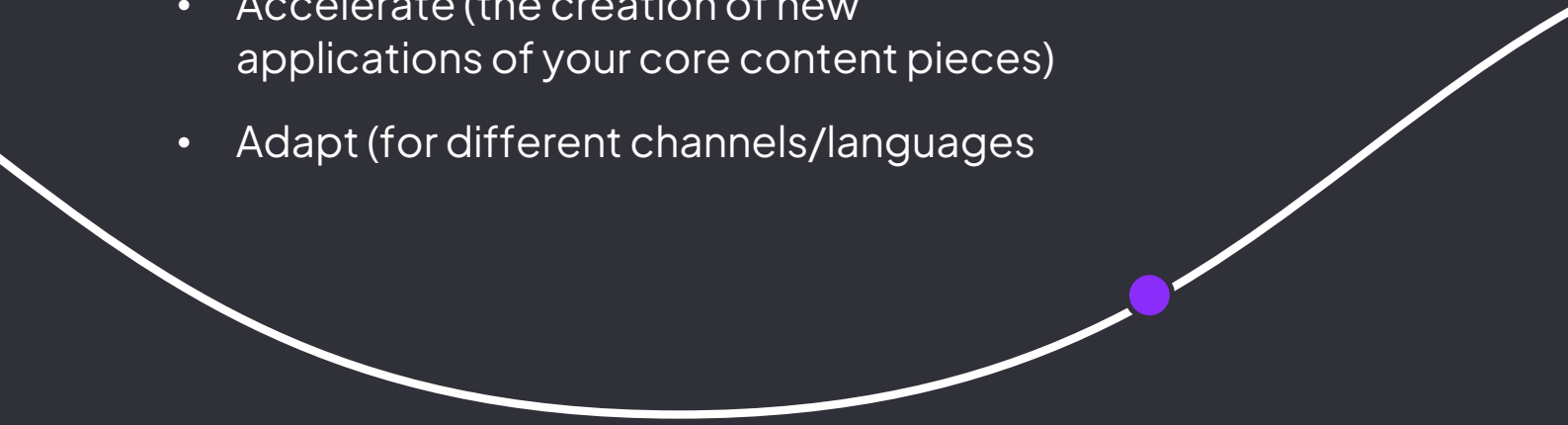


# Step 02.

# Content Strategy.

Develop a content strategy that aligns with audience needs and business objectives.

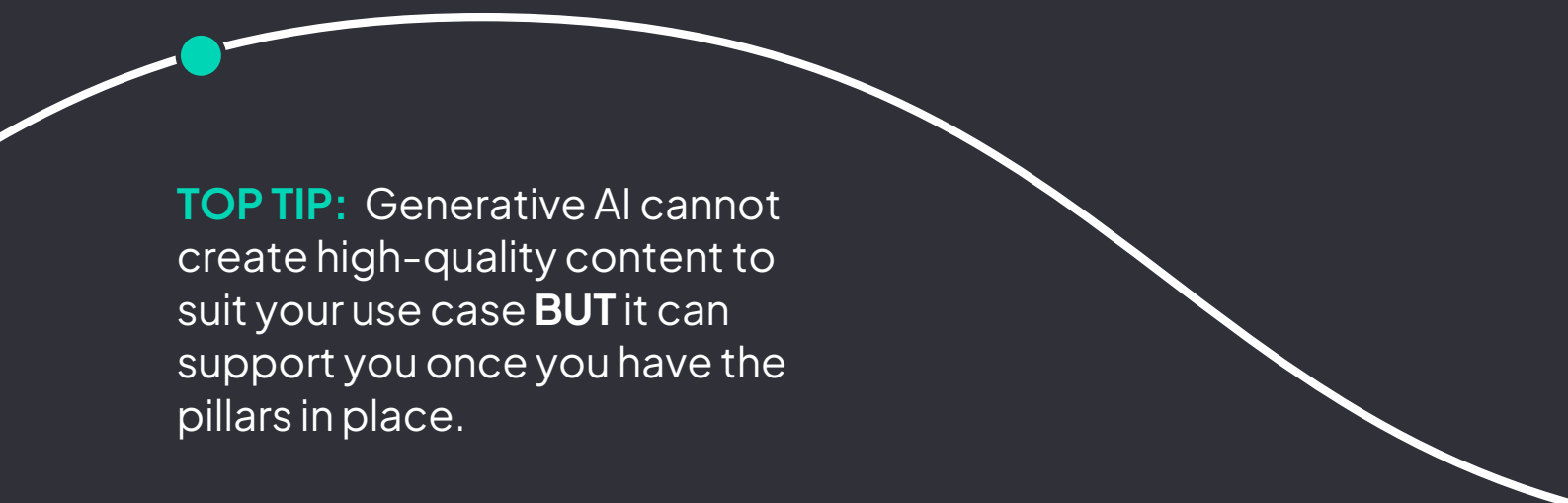
**TOP TIP:** Use **ChatGPT 4** to help with idea generation, thought starters etc but don't rely on it to create your content. Use it to:

- Ideate
  - Accelerate (the creation of new applications of your core content pieces)
  - Adapt (for different channels/languages)
- 

# Step 03.

# Educational Content Creation.

Produce high-quality and valuable content, such as blog posts, whitepapers, ebooks, infographics, and videos, based on what the audience needs at each stage of the buyer journey.



**TOP TIP:** Generative AI cannot create high-quality content to suit your use case **BUT** it can support you once you have the pillars in place.


# Step 04.

# Distribution Channels.

Identify and utilise appropriate distribution channels (e.g. website, social media, email, industry publications).

## TOP TIP:

Customer feedback and digital data will be key to choosing the best channels.



# Step 05. Personalised Learning Paths.

Tailor and personalise the content to support each customer's path to purchase.

## TOP TIP:

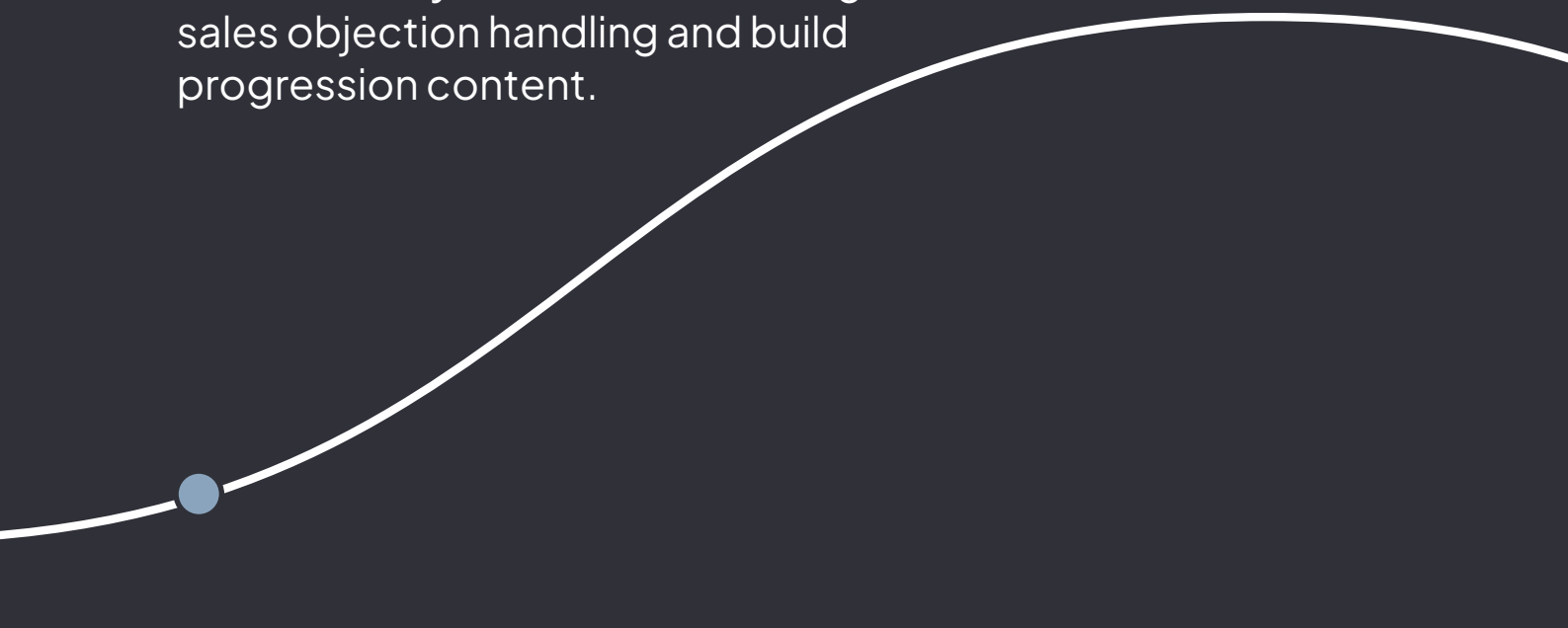
Using ChatGPT 4 with the **BrowserOP** plugin will help accelerate this step.



# Step 06. Expert Q and A Sessions.

**Conduct live sessions** where experts address customer questions and concerns.

**PRO TIP:** This is a key bottom of the funnel activity and useful to manage sales objection handling and build progression content.

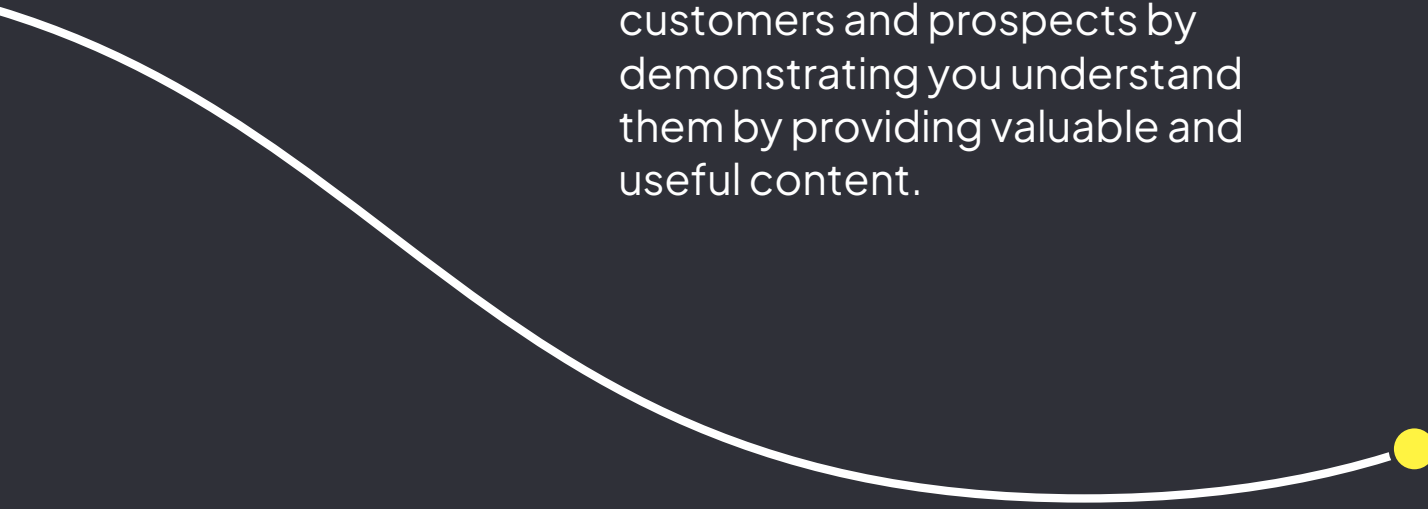


# Step 07.

## Performance Tracking.

Monitor engagement with educational content and measure its impact on pipeline performance, customer satisfaction and referrals.

**PRO TIP:** Gated content is a thing of the past - earn the trust of your customers and prospects by demonstrating you understand them by providing valuable and useful content.



NextUp:Tactic #8

# Event / Tradeshow Marketing.

Learn how to maximise the impact of your next tradeshow, conference or event, meet business outcomes and deliver ROI.

**Follow SwayTech on LinkedIn** to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway  
Tech.**

**When we say marketing,  
we think business.**

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