

Fueling growth with SwayTech's Tactical 20.

Tactic #9

Where
product =
revenue.

Sway
Tech.

Product Marketing Fast-start.

Why?

After all's said and done this is how your customers will realise value and ultimately experience your brand.

As new features, versions and products are released, marketing is how your customers and the market can learn, discover, try and buy.

KPIs you should have in place.

These will be business model dependant

- Speed to market/revenue
- Cross-sell and upsell
- Churn rates
- Conversion rates
- Product reviews

Step 01.

Quick Market Analysis.

Conduct a brief assessment of market demand and your competition.

Ensure your product/service genuinely addresses customer problems and resonates with their needs and wants.



Step 02.

Target Audience.

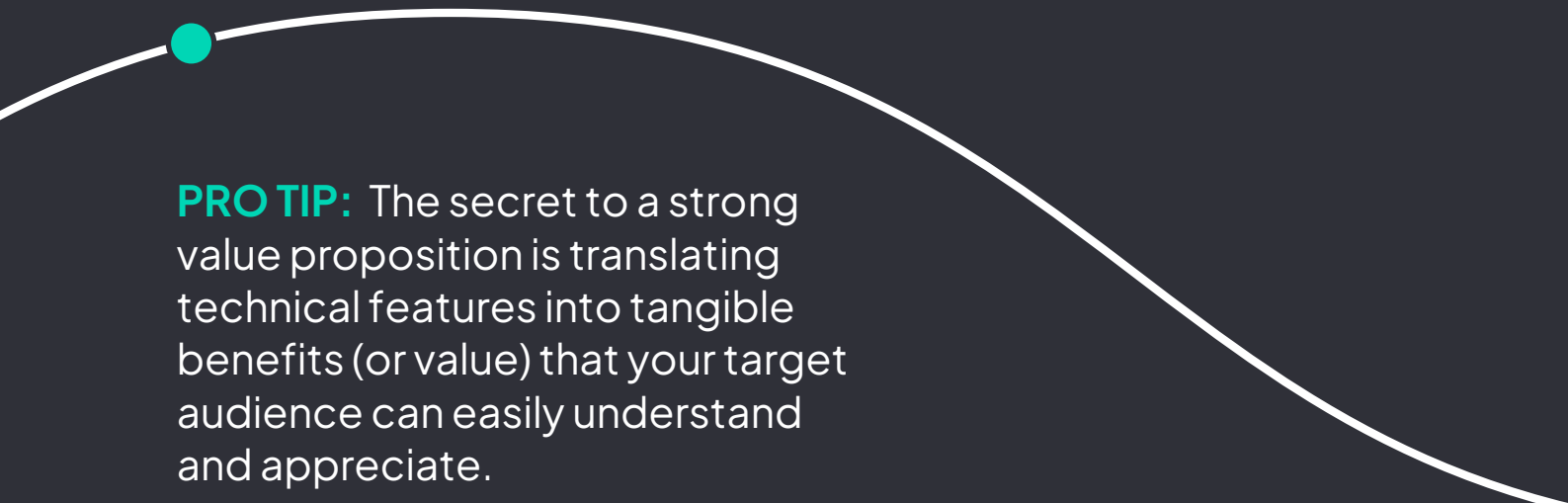
Identify the primary target audience who will benefit most from your product or service.



Step 03.

Value Proposition.

Define a clear and compelling value proposition for the new product/feature.



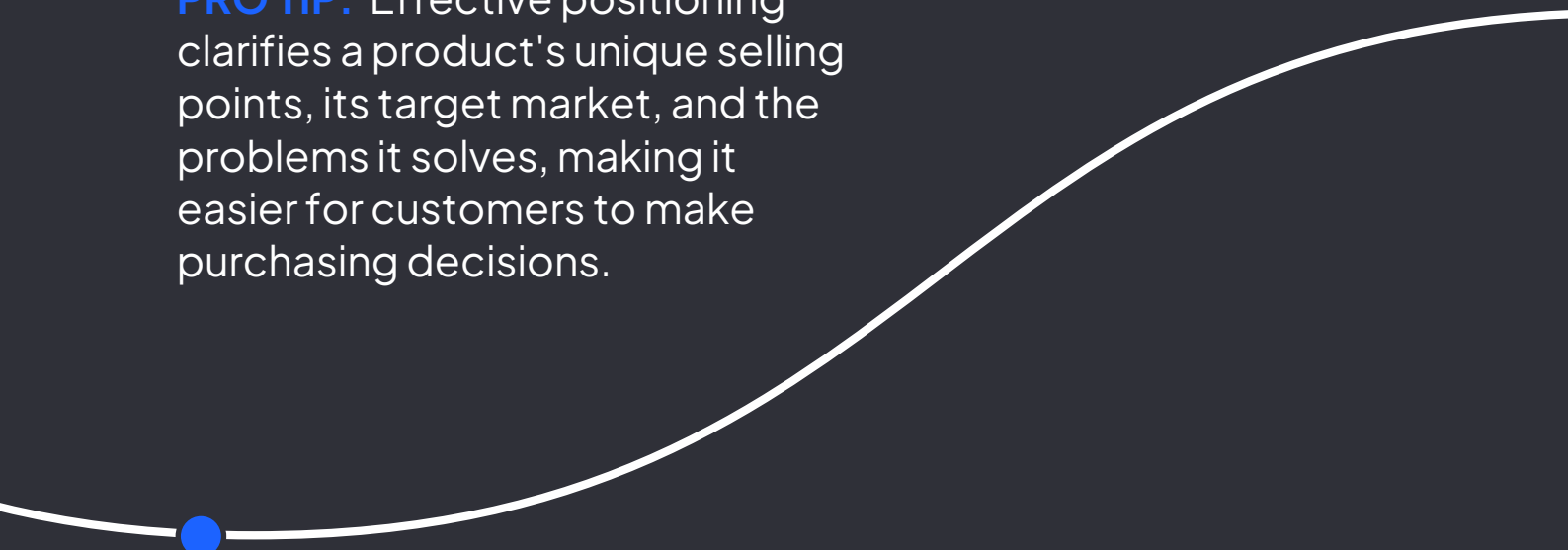
PRO TIP: The secret to a strong value proposition is translating technical features into tangible benefits (or value) that your target audience can easily understand and appreciate.

Step 04.

Market Positioning.

Understand where your product stands in the market relative to competitors and tailor your messaging accordingly.

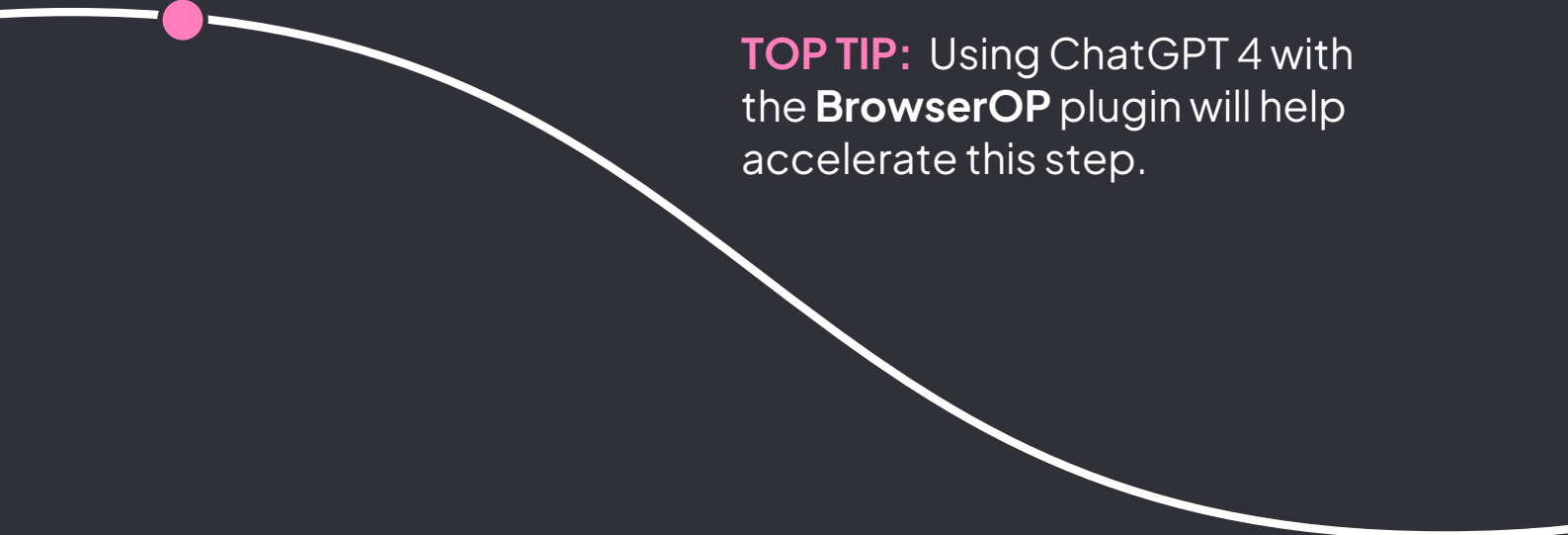
PRO TIP: Effective positioning clarifies a product's unique selling points, its target market, and the problems it solves, making it easier for customers to make purchasing decisions.



Step 05.

Content Creation.

Develop concise and impactful sales and marketing collateral (e.g. teaser videos, landing pages, product fact sheets, use cases, how to guides, demos).

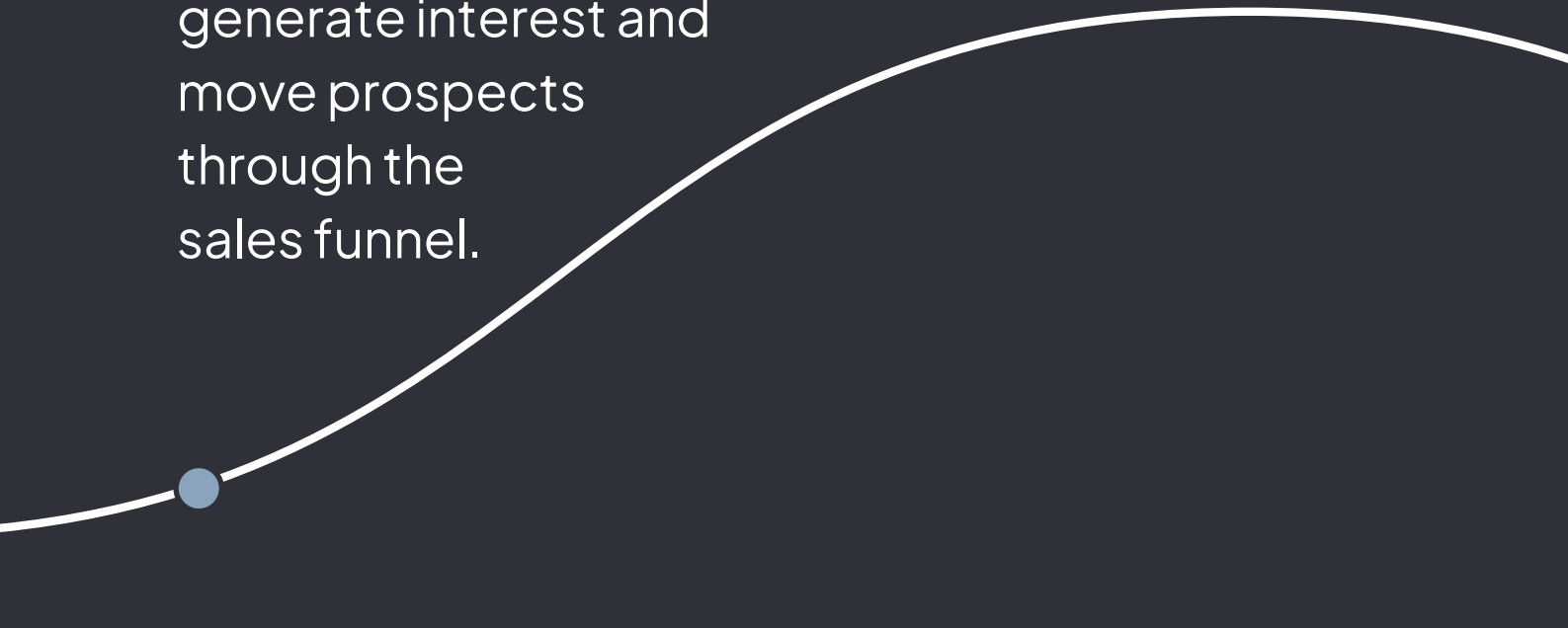


TOP TIP: Using ChatGPT 4 with the **BrowserOP** plugin will help accelerate this step.

Step 06.

Multi-Channel Promotion.

Knowing who your audience is and how you can reach them, design and launch a coordinated marketing campaign across digital and offline channels to drive awareness, generate interest and move prospects through the sales funnel.



Step 07.

Sales Enablement.

Equip your sales teams with relevant resources and tools so that they can effectively promote the product, communicate its value and answer customer questions.

Tools include product sheets, presentations, case studies, and competitive analysis.

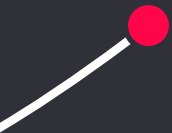


Step 08.

Performance Tracking.

Rapidly measure campaign reach, lead generation, and conversion rates. Use data to learn, adapt and optimise your campaign to improve results.

Maintain open lines of communication with customers, gathering feedback, understanding their changing needs, and conveying product updates and improvements to your team.



NextUp:Tactic #10

Partner Marketing.

Effectively collaborate with strategic partners and alliances to expand your company's reach and access new customer segments.

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.**

swaytech.co.nz