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Tactic #20

Ready To Raise.

**A guide for Kiwi Tech CEOs on
leveraging Marketing for Capital
Raising and Offshore Expansion.**

For Kiwi tech companies, the aspiration to become a global business necessitates a strategic approach to marketing, especially when preparing to raise capital. This guide is designed to help CEOs, founders, and board members understand the essential marketing approaches and programs that must be in place, ensuring alignment with business objectives and clarity on the go-to-market (GTM) strategy while ensuring you have the right marketing skills in place, before, during and after.



Section 1.

Business First

1. Marketing Mindset and Business Objectives Alignment

Cultivating a marketing mindset that is aligned with your business objectives ensures that marketing efforts are not just tactical but strategic drivers of growth.

Importance for Raising Capital: Investors look for companies with a clear strategic vision where marketing efforts directly support business goals and growth trajectories, especially for offshore expansion.

Questions/Considerations:

- How does our current marketing strategy support our overall business objectives?
- In what ways can marketing drive our business goals more effectively?
- Are our marketing and business objectives aligned for international scalability?

Success: A marketing strategy that is a straightforward extension of the business plan, demonstrating a cohesive approach to achieving growth and market penetration to investors.

Action Steps:

Conduct a strategic review to align marketing objectives with business goals. → Develop marketing initiatives that directly support critical business outcomes. → Regularly update and communicate this alignment to stakeholders and potential investors.

2. Clarity on GTM Strategy – Market Selection and Winning Strategies

A well-defined GTM strategy outlines which markets to enter, why to enter them, and how to win based on thorough market research and competitive analysis.

Strategically teams should now also be able to demonstrate how Gen AI is being used to support GTM strategy and execution. Investors will be looking closely at product/service roadmaps, how Gen AI enhances sales forecasting, delivers gains in GTM efficiency and productivity, improves target audience segmentation, and provides in-depth market research and analysis.

Importance for Raising Capital: Demonstrating a clear and viable GTM strategy is crucial for attracting investment, as it shows a roadmap for how the company plans to capture and grow in new markets.

Questions/Considerations:

- Which offshore markets are we targeting, and why?
- How does our GTM strategy position us against local and international competitors?
- What is our unique value proposition for each selected market?

Success: A detailed GTM plan that resonates with investors, showing a deep understanding of target markets and a clear path to winning new business.

Action Steps:

Conduct thorough market analysis to identify and validate target markets.	→	Develop a differentiated GTM strategy for each market, focusing on competitive advantages.	→	Prepare market entry plans that detail execution tactics, timelines, and required resources.
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3. Skills and Expertise

Building or accessing the right mix of skills and expertise is essential for effectively executing your marketing and business strategies, especially when entering new markets. Right now, building AI-driven marketing expertise is also key. This means cultivating a team with expertise in AI and marketing for the optimal deployment of strategies that leverage data analytics, machine learning, and AI tools to enhance decision-making, customer insights, and personalisation. This approach encourages thinking outside the traditional marketing playbook, focusing on how AI can redefine engagement and efficiency in reaching global markets.

Importance for Raising Capital: Investors are keen on teams that possess or can attract the talent necessary for international growth. Showcasing a team skilled in AI-driven marketing strategies can significantly boost investor confidence. It demonstrates a forward-thinking approach and the ability to leverage cutting-edge technology for market differentiation and growth, especially critical for companies targeting rapid international expansion.

Questions/Considerations:

- Do we have the marketing expertise needed for our targeted offshore markets?
- How can we creatively access the necessary skills and expertise at our age and stage of growth?
- How are we developing or recruiting for AI expertise within our marketing team to support our global expansion goals?

Success: A team or network that combines deep local knowledge with global marketing prowess, ensuring the company's marketing strategy is innovative and executable.

Action Steps:

Assess current marketing skills and identify gaps related to international growth. → Explore partnerships, hiring, or fractional to fill expertise gaps. → Explore and implement AI tools and platforms that can enhance your marketing efforts, such as AI-powered content creation, customer segmentation, predictive analytics, and personalization engines.

Section 2.

Marketing Essentials

1. Brand Story/Narrative

Crafting a compelling brand story that resonates across different cultures and markets is fundamental for engaging global audiences and investors.

Importance for Raising Capital: A strong, adaptable brand story attracts not just customers but also investors by demonstrating your company's unique story and potential impact..

Questions/Considerations:

- Does our brand story articulate our global vision and unique value proposition clearly?
- How does our narrative differentiate us in the international market?
- Can our brand story adapt to resonate with diverse global audiences while maintaining its core message?

Success: A powerful brand narrative that connects emotionally with international audiences and investors, showcasing the company's vision and impact.

Action Steps:

Refine your brand story to emphasise your purpose and the impact that has on the customers, markets and communities you serve.

→ Ensure your narrative is adaptable for different markets while staying consistent.

→ Use your brand story as a central theme in all investor communications and marketing materials.

2. Founder Story

The founder's personal brand and story can significantly amplify the company's narrative, building trust and authenticity.

Importance for Raising Capital: Investors often invest in people as much as in ideas. A relatable, inspiring founder story can be a powerful tool in attracting investment.

Questions/Considerations:

- How does the founder's story reflect the mission and vision of the company?
- In what ways can the founder's personal brand be leveraged to attract international interest?
- How is the founder's story being communicated to potential investors and global markets?

Success: A founder's story that complements the company's brand narrative, enhancing its appeal to investors and customers.

Action Steps:

Develop and promote the founder's personal brand in alignment with the company's brand story. → Leverage platforms such as LinkedIn, industry conferences, and media interviews to share the founder's vision and journey. → Integrate the founder's narrative into pitch decks and investor communications for a personal touch.

3. Leveraging Earned Media

Earned media, including press coverage, awards, and social proof, enhances brand credibility and can significantly influence investor perceptions.

Importance for Raising Capital: Positive earned media serves as third-party validation of your company's potential and success, making your business more attractive to investors.

Questions/Considerations:

- What strategies are we employing to maximise positive earned media coverage?
- How are we tracking and leveraging earned media in our investor relations efforts?
- Are we effectively using social proof and testimonials in our marketing materials?

Success: Consistent, positive earned media coverage that boosts the company's profile and credibility among potential investors and in new markets.

Action Steps:

Implement a proactive PR strategy targeting key industry and business publications.



Cultivate relationships with journalists and influencers in your target markets.



Showcase earned media, awards, and testimonials prominently on your website and investor materials.

4. Discoverability and Visibility

Ensuring your company is easily found and recognised online through SEO, content marketing, and social media presence is crucial for customer acquisition and attracting investment.

Importance for Raising Capital: High visibility and discoverability signals market presence and operational effectiveness to investors, reinforcing the viability of your business model and marketing programs.

Questions/Considerations:

- How are we optimising our online presence for international discoverability?
- Are our SEO and content marketing efforts tailored for target markets and investor audiences?
- How can we enhance our visibility on social media and industry platforms relevant to our offshore growth goals?

Success: Strong online visibility attracts customers and positions the company favourably in the eyes of investors.

Action Steps:

Invest in SEO and localise content to rank highly in target markets.



Develop a content strategy that positions your company as a thought leader in your industry.



Enhance your social media strategy to increase engagement and visibility across key platforms.

At SwayTech we're embracing new ways of working, uniquely suited to injecting both strategic and execution capabilities into Kiwi Tech businesses.

Whether you're a tech CEO, a visionary founder, or a senior marketing leader, we can help you sharpen marketing strategies, from prepping for that all-important raise to maintaining that post-raise momentum or powering up your next growth targets. We journey with you to define solutions that pack a punch and deliver lasting impact, even if marketing is not your happy place.



We'd love to have you as part of our professional network, follow us on [LinkedIn page](#). We're all about building and sharing knowledge, and supporting Kiwi Tech businesses to grow.

[swaytech.co.nz](https://www.swaytech.co.nz)

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