

MARKETING TIPS



# How to run your marketing like product development.

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# Find the jobs, pains, and gains.

First discover what job the customer is hiring the product to fix, the gains they are seeking and pains they wish to avoid. Then use this insight to create a value proposition tailored to the needs of each specific buyer.

Just like product testing, iterate that value proposition through message testing. When the value is clear, urgent and precise, buyers start to take action.



# Solve *real, painful* problems.

Product managers know that products must solve real, painful problems. Marketing, in an age of abundant information, must do the same.

Ad man David Ogilvy said that you can't bore someone into buying. The vast majority of B2B tech marketing tries its hardest to do just that. Be interesting, have a provocative point of view and add tons of value. Be useful and you'll get attention.



## Sell a **risk-free** future.

We know from IPA marketing effectiveness studies that 'brand' messaging should absorb around 60% of all media spend, while rational and promotional messaging the remaining 40%.

This supports psychological findings that we are mostly emotional, risk averse, shiny-new-object-noticing belongers. So marketing must reassure buyers that we are the ones creating the future, and convince them their problem will be solved risk free.



# Be patient and iterate.

It usually takes 10-20 quality interactions with a company before prospects qualify themselves and become known to Sales teams. So clearly this can't happen overnight. Like developing a product, developing marketing that is valuable enough to warrant up to 20 interactions takes testing and rapid iteration.

Ensure your positioning is based on validated insight and help your prospects solve their problems efficiently. Like a well crafted product, your marketing will gain followers and fans.