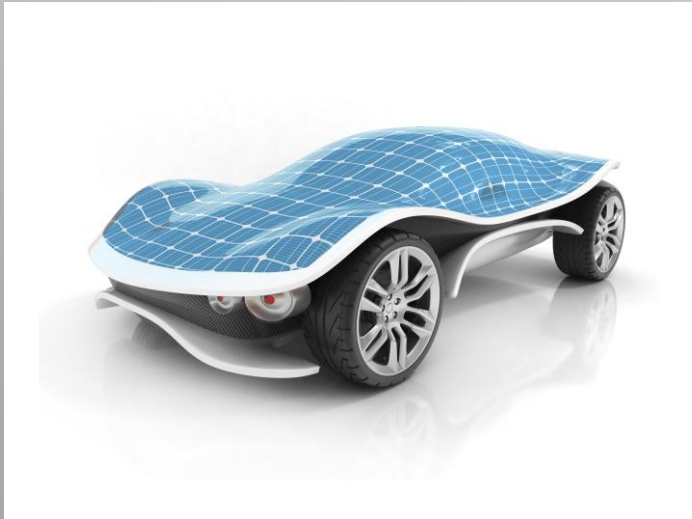
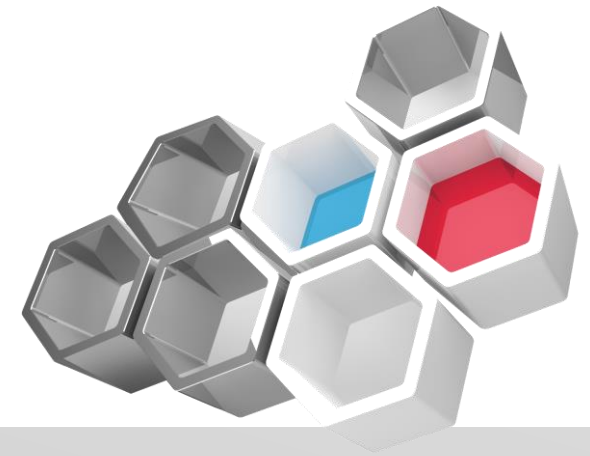


# The Australian Technology Marketing Blueprint

How to win the markets you need



SOFTWARE & TECHNOLOGY



BY TRACEY JAMES & KIM BREBACH

# Who will benefit most from this blueprint



*Does your company develop or sell software or another technology?*

If you do, this blueprint is for you.

**For most benefit, you'll probably be a:**

- **CEO, MD or owner**
- **CMO, Marketing Director or Manager**
- **CBO, Sales Director or Manager**

of an **Australian Software or Technology vendor or reseller** who wants local growth, global expansion or both.

You operate in segments of high growth potential, so you won't be alone. You might have **many local competitors**, or **global players** who are competitors today, but potential acquirers tomorrow.

*How can you compete?*

This blueprint will show you.



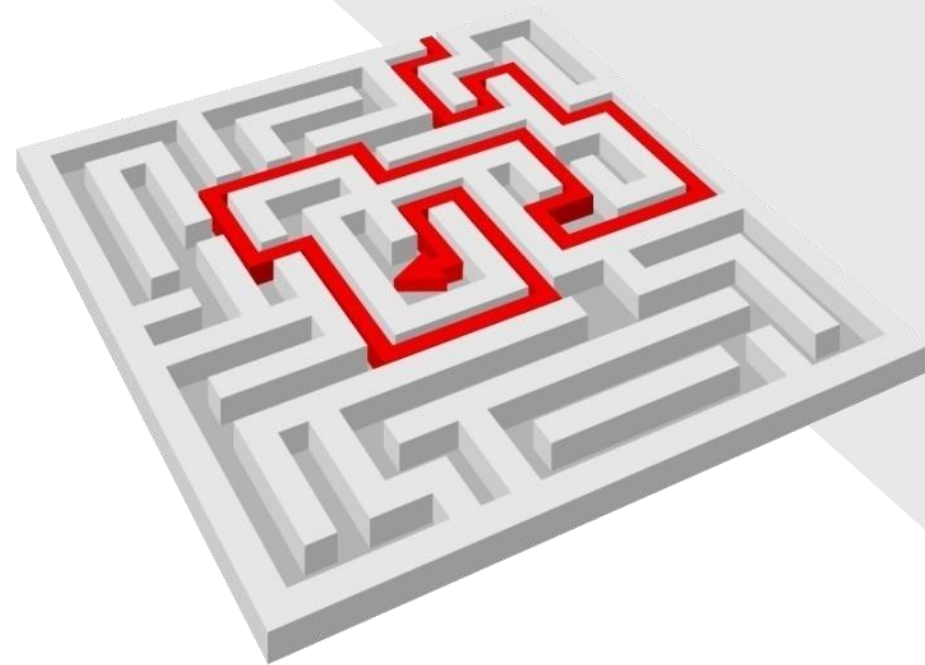
# What you'll get from this blueprint

This blueprint highlights the **unique challenges faced by Australian companies Software & Technology** products and services, and shows you **how to overcome them.**

We explore what works, what doesn't and why.

This blueprint will show you how to:

- **Define the uncontested market space** you can dominate
- **Clarify your true technology advantage** – it may not be what you think
- **Translate this edge into compelling benefits** that buyers can't ignore
- **Differentiate your technology** clearly from competitors of any size
- **Implement strategies** that ensure growth – short and long term.



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# Top 5 challenges in marketing Software & Technology

The Tech Sector is changing at blistering speed; that's why its marketing has unique challenges. Here are the top 5 challenges we've seen consistently over the last decade.

## 1 Markets too crowded

**The Tech Sector is a dynamic & crowded place.** Even if you're first to market, it won't be long **before others see the opportunity and jump in.**

The more lucrative your market, **the greater the competition** and **the less everyone will get.** That's not where you want to be.

For sustained growth, **you must find that 'uncontested market space'** – the space you can own, because your technology is clearly the best solution to buyers' problems. This is where your edge will shine and you can be the thought leader. **This is the market you need, not just the one you want.**

To find this space, you need **a cool look at reality** - your ideal customers, your competitors and where your technology is the blindingly best solution to their problems – **and turn that reality to your advantage.** [More here.](#)

## 2 Sales cycles too long

**Longer sales cycles mean unclear advantage.** While sales cycles in Software and Technology can cover months or even years, do you **have prospects stuck in the pipeline quarter after quarter?**

They're the ones that soak up precious resources for countless meetings, demos and proposal modifications, but never move closer to signing contracts.

There are two reasons for 'pipeline squatters':

1. **They were never qualified properly** or
2. **They've already made their choice** and they're using you as a 'dummy' to show they're following due process.

To shorten the sales cycle, you need to **weed out the time wasters early**, and **focus the sales team on genuine prospects.** To do this you need tools and processes your buyers can't ignore or misinterpret. [More here.](#)

# Top 5 challenges in marketing Software & Technology

3

## Not enough genuine leads

### Lots of 'poor fit' leads will soak up resources.

You want genuine leads that are a good fit for you: those with **problems you can solve, with money to solve them**, and those who'll be **profitable for you to serve**. *How many of these do you need a month?*

You might have found that lead generation by **offline marketing** is costing more but delivering less.

If you've dabbled in **online marketing** you might have seen lots of activity but few real results.

Regardless of which method you choose, **if your content is not what your targets want**, it won't turn them into high quality leads, ever.

To gain more high quality leads for fewer marketing dollars, focus your content on the **problems that are burning for buyers** and **profitable for you to solve**. Nothing else. [More here.](#)

4

## 'Getting through' to decision makers

### The technical guys don't make the decisions.

They probably recognise the brilliance of your technology, but don't sign-off on the budget.

Ultimately, you'll need to explain your elegant, feature-rich technology to **business-focused decision-makers** like CEOs and CFOs whose main concerns are totally different: returns, milestones, performance or compliance.

That means **talking to them in their language** and showing them how your solution addresses their concerns – and more.

When you make a **convincing case to both technical and business buyers**, you'll win them both over – and shorten the sales cycle too. [More here.](#)



# Top 5 challenges in marketing Software & Technology

## 5 Competitors too big

In the Tech Sector **it won't be long before one or more global players weigh in**, often by acquiring one of the small, smart thought leaders.

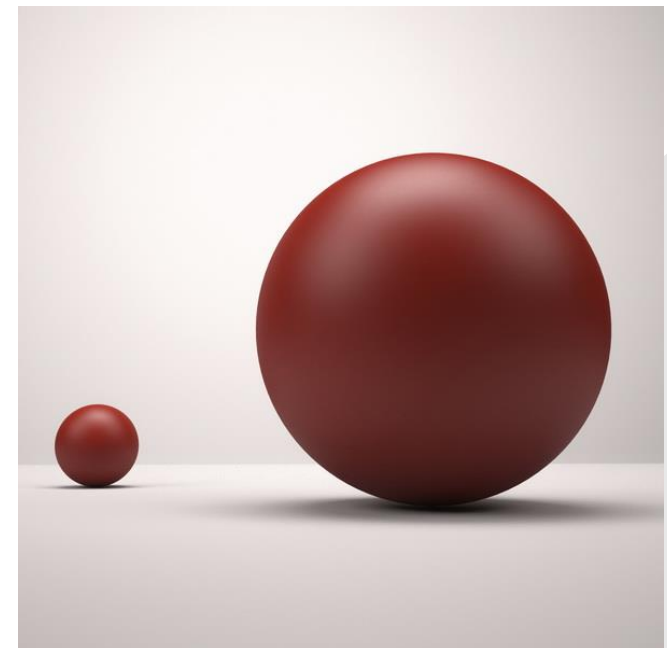
**These big vendors have a lot in common:** they're well-funded and influential, they have thousands of employees, and very deep pockets. **If you try to take them head on, you'll never win.**

The big players have something else in common: their solutions are often just diverse acquisitions cobbled together into **cumbersome, poorly integrated products.**

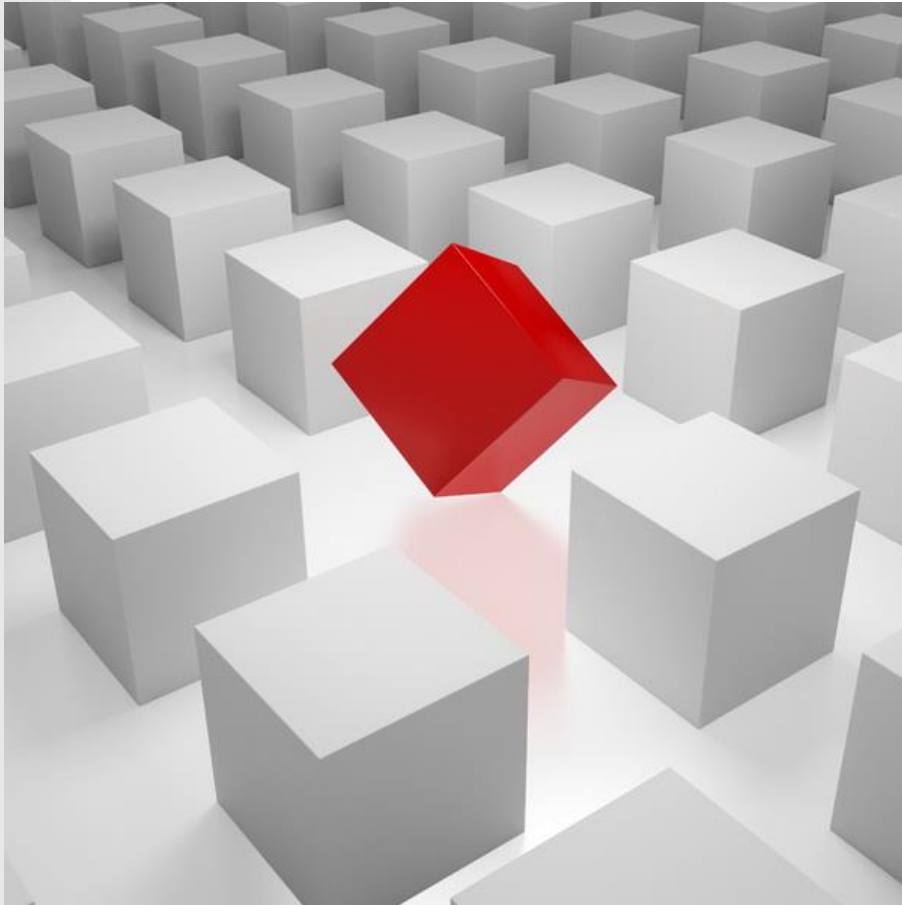
They win because they have the **full platform and the marketing muscle to promote it**, not the best solution to buyers' burning problems.

If you have a truly elegant technology that solves real buyers' problems, **you can beat the big players**, but you need to choose your battleground wisely.

That comes back **to uncontested market space**, and choosing the marketing methods, tools and words that make your advantage crystal clear. [More here.](#)



# Why thought leadership is crucial in Software & Technology



Thought Leaders International<sup>1</sup> defines thought leadership as:

**'Becoming an authority on relevant topics by delivering the answers to the biggest questions on the minds of your target audience.'**

In competitive Technology markets, **it's a great opportunity for smaller players.** According to a recent Demand Gen survey<sup>2</sup>, 65% of buyers have a strong preference for credible content from industry influencers.

Thought leaders are almost never the big global players. Thought leaders are the **agile, quick thinkers** who saw the market gap first, filled it and are now working on the next big questions.

If you **focus on the uncontested space** where your technology is the most brilliant solution, you'll be able to recite **answers to buyers' biggest questions** in your sleep. The big players can't.

**Focus is the key to overcoming the challenges in the Tech Sector;** you don't need to solve the problems of the whole market; just those in the segments of best fit, where you can become the thought leader.



# What Buyers say about the Content they consume

## 1 Credibility is tops

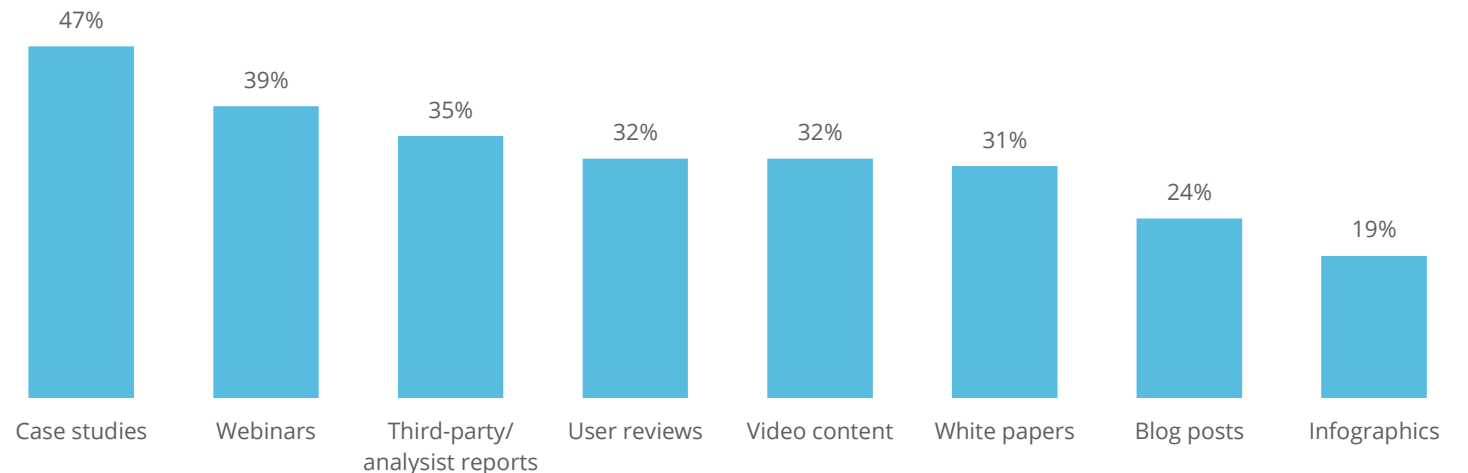
The 2019 Content Preferences Survey Report from DemandGen<sup>2</sup> is insightful. It asked real B2B Buyers about the Content they consume in relation to purchases.

95% of them prefer credible content from industry influencers<sup>2</sup> - a steep rise from 65% just a year ago.

The content types they find most valuable are shown at right.

**To convince B2B buyers in 2019, you need substance not claims.**

Which of the following types of influencer content do you find most valuable?



Graph reproduced from the DemandGen 2019 Content Preferences Survey Report

# What Buyers say about the Content they consume

## 2

### White Papers most shared

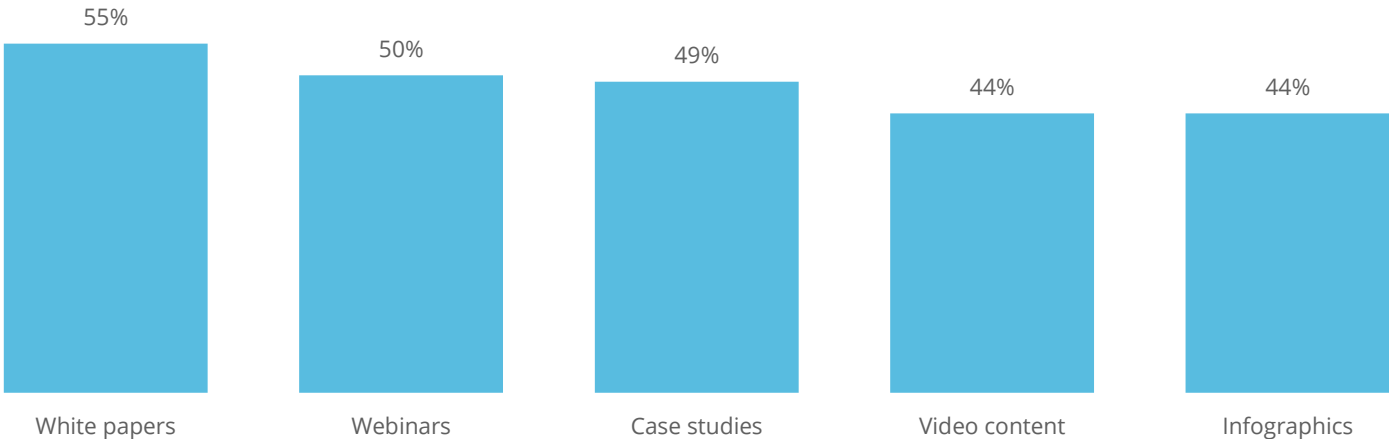
The DemandGen Report<sup>2</sup> confirmed the continued value of White Papers for research and sharing.

Formats like video and infographics have gained popularity for sharing, but White Papers still top the list after 5 years.

It's all about proving and helping not selling. The DemandGen Survey confirmed this top request from buyers:

**“Curb the sales messages”**

I share the following content types with my colleagues



Graph reproduced from the DemandGen 2019 Content Preferences Survey Report

# What Buyers say about the Content they consume

## 3

### Start light

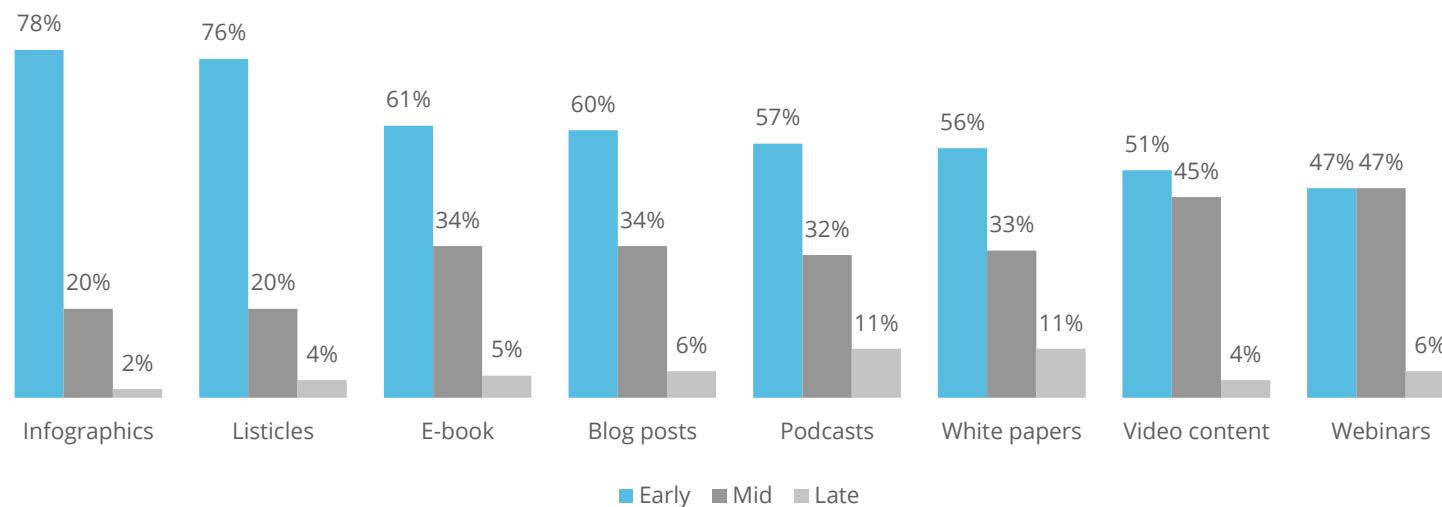
The DemandGen Report<sup>2</sup> also showed that lighter content engages early and buyers value more substantial content later in the cycle.

It's a bit like a meal: start small, tasty and appetising before asking the buyer to commit more time and effort.

It also means you don't have to spend months writing a ground-breaking White Paper before getting started.

**Begin with easy formats like listicles, infographics, e-books and blog posts – while you write your objective, Thought-leading White Paper.**

**Of the following content formats, which do you find most valuable for early, mid and late stages of the buying process?**



Graph reproduced from the DemandGen 2019 Content Preferences Survey Report

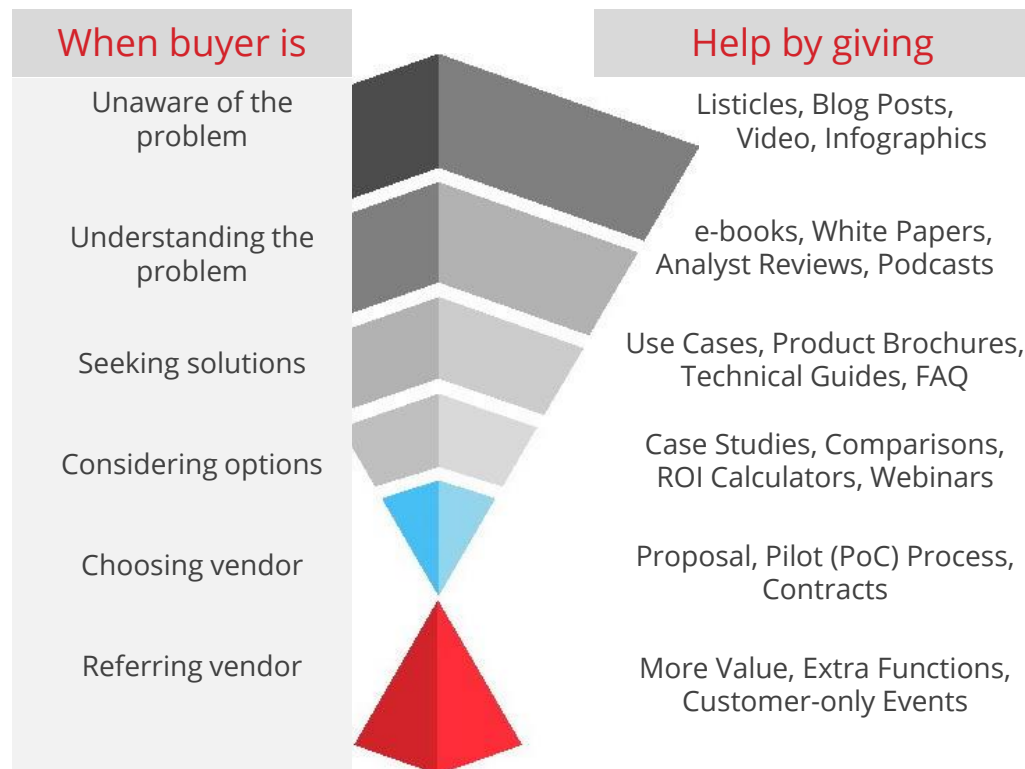
# What Buyers say about the Content they consume

## 4 Sequence your delivery

So now you know what they want. Now it's a matter of when they want it. This is the crux of content marketing: matching content delivery to Buyer Readiness.

Demand Gen<sup>2</sup>, Aquity<sup>3</sup>, Eccolo Media<sup>4,5</sup>, Velocity Partners<sup>6</sup> and we here at Technoledge<sup>7</sup> all agree on this.

**And, in technology markets, the content is very precisely defined** (see at right).



### Top recommendations from DemandGen<sup>2</sup>:

- **Curb the sales messages**
- **Support content with data and research**
- **Add insight from industry Thought Leaders**
- **Make content easier to access**
- **Don't overload with too much copy.**

# Offline & Online: The 2 approaches to marketing

Before we tackle the 5 challenges, let's look at the **two types of marketing most companies use**.

Clearly, **you can't ignore online marketing**; it's where buyers are looking and, being in technology, you must be active here. You might also need some **offline marketing**, but be choosy: **offline is more expensive than online**, and it's harder to measure ROI.

To get the most out of either approach, it's vital to **create the content that buyers actually want** – or you risk paying for delivery, not results. Also, to make sure your content is read and has influence, it needs to **be clear, concise and compelling** – or it will be delivered but discarded anyway.

## 1 Offline (traditional) marketing

- Trade Shows
- Seminars & User Groups
- Referrals
- Networking/Word Of Mouth
- Postal Mail
- Telemarketing
- Print Advertising

## 2 Online (digital) marketing

- Content
- Email
- Social (organic & paid)
- Search (SEO and SEM)
- Mobile
- Affiliate
- Influencer
- Viral

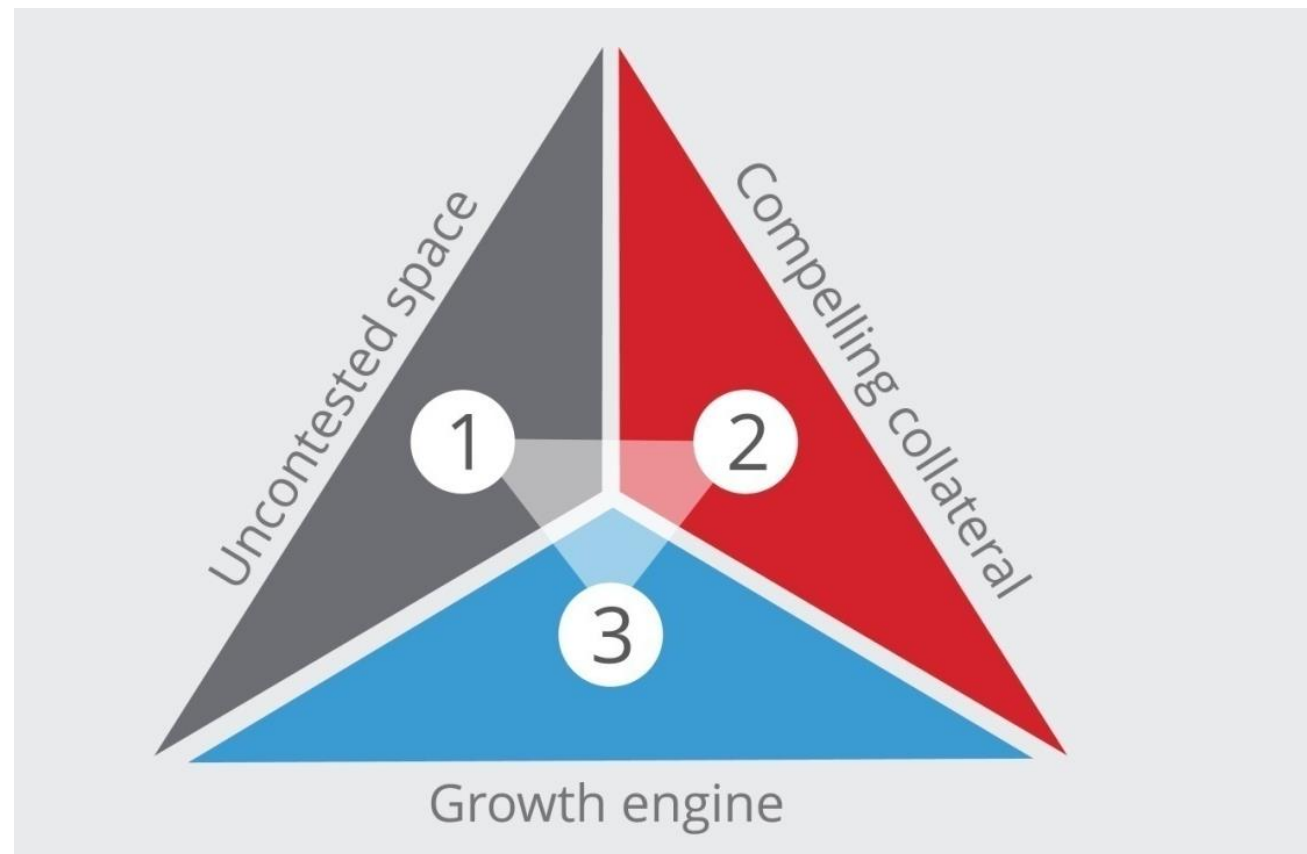


# The Technology Trinity: what works for Software & Technology

With so many options for offline and online marketing in the Tech Sector, and so many segments and processes to think about, the task may seem daunting.

It isn't, if you focus on what you're really good at: **compete in segments you can dominate, and leverage this success for local wins and global success.**

There are 3 components vital to achieving this - which we call **The Technology Trinity** - developed, tested and optimised over 16 years' working with Australian Software & Technology companies.





## 1

# Uncontested market space

Rather than trying to convince all buyers and tackling competitors on all fronts, you'll vastly increase your success if you **focus just on uncontested market space where your solution is demonstrably the best**. This is where:

- There are **many ideal customer organisations**
- The buyers have **problems you can solve**
- Your **technology almost always wins**
- Industry analysts **support your technology**
- You can demonstrate **thought leadership**.
- You can tie them together in a **compelling UVP** (Unique Value Proposition) specific to this space.

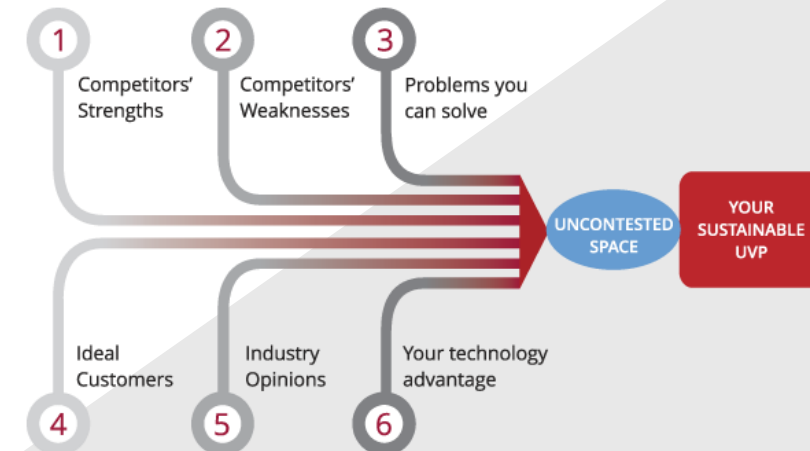
Think about this: *if the whole market is worth A\$1 billion, how much better off will you be with 80% of 1% of it compared to 0.001% of the lot?*

Then you can **leverage your success in one uncontested space into other geographies or jurisdictions** with similar characteristics.

This approach enables you to choose the battlefield where you can, win, focus on building the depth of knowledge you need, and weed out the buyers you can't satisfy.

By focusing on buyers you can satisfy, you can craft better solutions, make their decisions easier and faster to make, shorten your sales cycle, and cut your marketing costs too.

We've developed a complete methodology for Technology companies to find uncontested market space and define their UVPs.



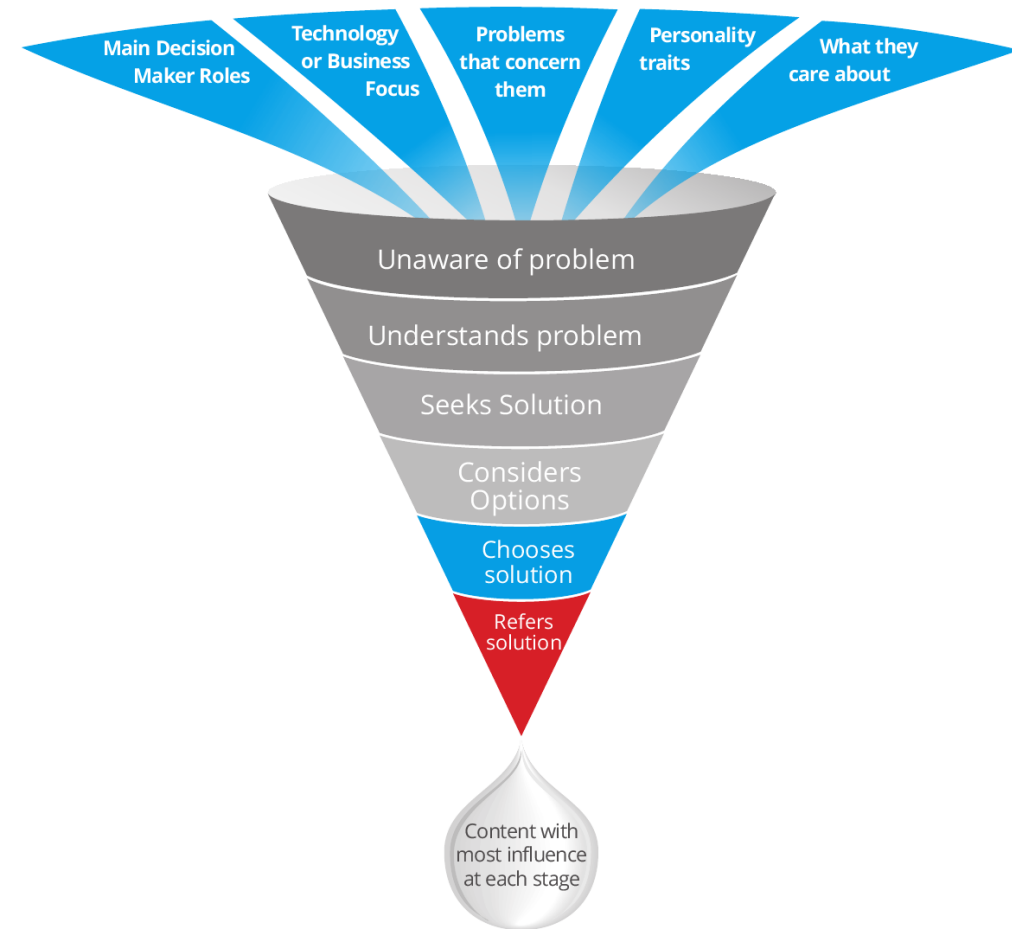
Once you've defined your uncontested market space and the unique value you bring to it, **creating the right content is easier and more economical**. You need to think about:

- The **buyer personas** or personalities, both technical and business
- The **problems** that keep them awake at night
- Their **buyer journeys** from unaware contacts to satisfied customers
- **What, how and where they need which content** to keep them on the journey
- **What language, position and voice** you need to engage and persuade them at each stage.

This approach has a key spinoff: if you create the right content in the right language for 'good fit' buyers, they'll qualify themselves in and the others will qualify themselves out, saving you the problem.

Also, if you include direct, no nonsense content like Feature Comparisons, ROI Calculators or Proof of Concept Guides, **you can make it difficult for genuine prospects not to engage**. This will enable faster decisions, weed out more time-wasters and shorten your sales cycle too.

We've developed a process for Tech companies to do this.



## Automated Growth Engine

The purpose of focusing on uncontested market space and the content buyers want is to **build a growth engine, that generates high quality leads, reliably and continuously.**

For best results, you want it to reach top gear quickly, and then cruise needing little fuel.

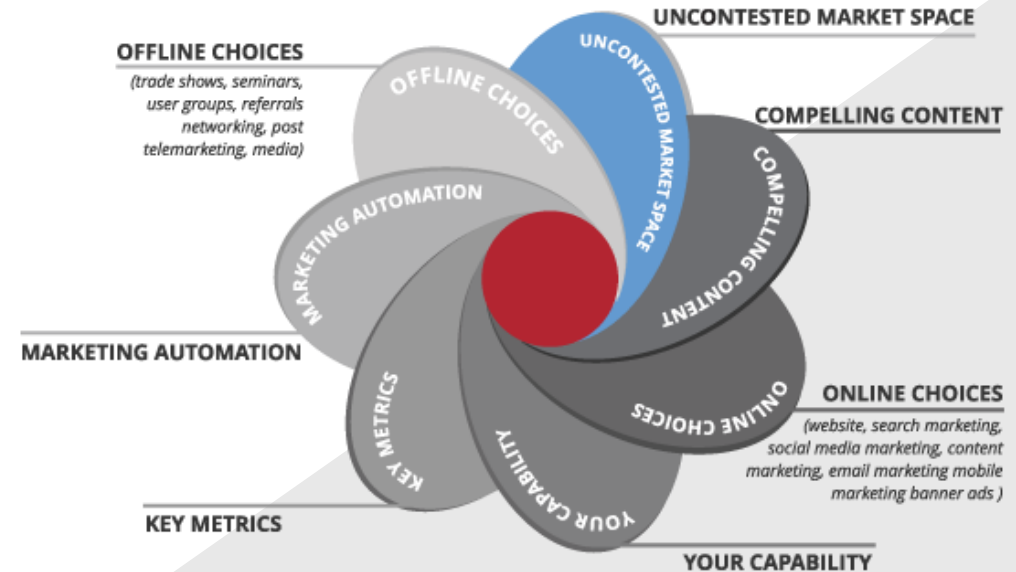
You may need a **hybrid approach** to start (online and offline marketing methods) to ensure you reach **maximum lead output quickly**, shifting to mostly online methods to **maintain momentum.**

You'll need automatic transmission (marketing automation) too, so you can focus on the destination.

To build your growth engine, you need to consider;

- Where the buyer is looking **at what stage** of his Buyer's Journey
- The **most efficient way** to give him the content he needs (online and offline)
- What metrics will **measure your success**
- How you can **correct quickly** & stay on course
- What fuel you need to keep **in top gear**
- How you can **automate** most of the journey.

We've crafted a process for Tech companies to cut through the maze of options.





# Implementation options

In this blueprint we've explored the landscape in the **Australian Software & Technology market**. We've defined the main challenges, examined the options and outlined methods to overcome them. The next question is: **how will you implement them?**

## Option 1: Do nothing

If you're **happy with the way your business is going** and don't seek significant growth or expansion, you may choose to do nothing.

On the other hand, the methods might seem too resource-intensive for you. While they're proven in the Tech Sector, they will require commitment and investment for sustainable results. For that reason, **doing nothing may be a better option than cherry-picking partial activities** and being disappointed with partial results.

## Option 2: Do it in-house

If you're looking for growth and are **keen to immerse yourself in online and offline marketing**, Option 2 might be for you. For this option, you'll need to hire several specialists to cover the range of skills needed:

**1. content creation** (classic marketing skills like positioning, messaging, translating complexity, persuasive writing, collateral design) **2. offline marketing** (skills in event messaging & design, lead capture, telemarketing and advertising) and **3. online marketing** (skills in website & mobile website design, search, social, content, email).

You'll need to consider the time and cost to advertise, hire, train, equip and manage them, too. **If you have the time and resources, Option 2 may be right for you.**

## Option 3: Contract a few specialists

If you'd prefer not to hire, you can **contract specialists in each of the disciplines in Option 2.**

As you can bring them in as needed, this option won't increase your marketing overheads. Yet, it also won't provide over-arching strategy, or ensure that the right methods are applied to achieve your specific goals or assure you of results.

One drawback is that this option can encourage contractors to 'shift the blame' if results fall short of expectations.

**Option 3 is for you if you're keen to devise your own marketing strategy**, vet a range of specialists, agree metrics and accountability for each, sequence their activities, and manage each of them to ensure results and harmony.



# Implementation options

## Option 4: Hire a Tech Sector Marketing Specialist

If you'd prefer not to hire internally or manage external contractors, you might consider using a **specialist agency who only markets in the Australian Tech Sector.**

Like Option 3, this won't increase your marketing overheads, but it will ensure **an over-arching strategy** plus the right choice of **precision processes** and **technologies** to achieve your specific goals.

This option also ensures **consistency** across all marketing activities, as well as **speed and economies** through in-depth knowledge of your segment. A key benefit is access to the **latest marketing methods and technologies**, via a single point of contact who is accountable to you for timely deliver and results.

This option provides some unique spinoffs: a specialist in Technology Marketing will deploy **strategies and technologies proven in your industry**, so you won't waste time and money on the unknown.

In depth knowledge of marketing Technology Solutions also means **faster ramp-up and turnaround, proven processes, and assured results.**

**This option is for you if you want your marketing dollars to deliver measurable results and ROI, and to be free to focus on your business.**





# About Tech Torque

**Tech Torque** was formed by two highly experienced Tech Sector specialists: **Tracey James** (Technoledge) for marketing technology and **Matthew Whyatt** (Velocity Selling) for selling technology. Growing businesses in the Tech Sector is all we've done for over a decade.

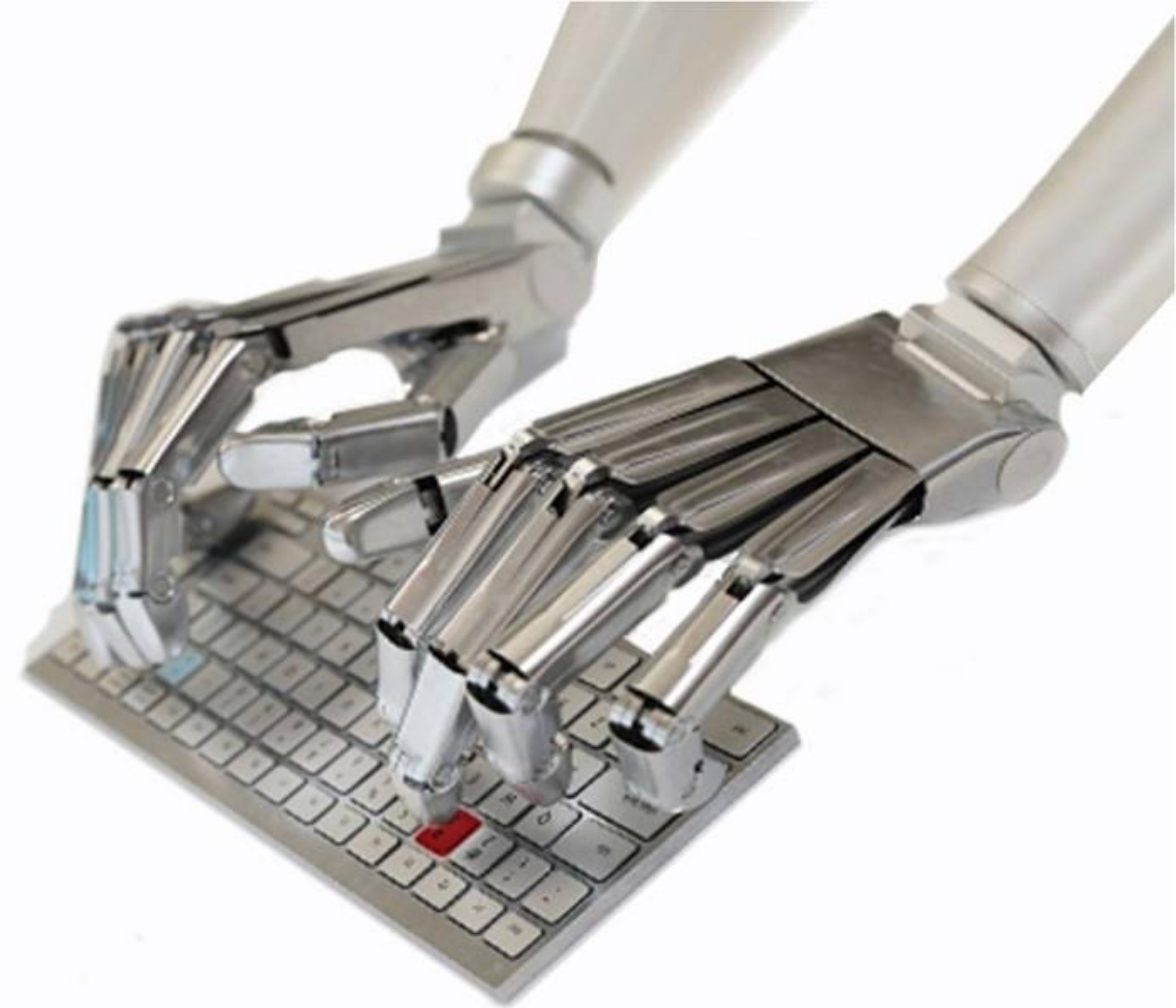
Working with Australian companies who sell Software and Technology, we've developed precision sales and marketing processes that cut the uncertainty and cost of marketing in this sector.

We understand that complexity is inherent in the Tech Sector and how to un-complicate it, so business buyers see the benefits and open their minds and wallets.

**Tech Torque is the only end-to-end Sales and Marketing Agency** focused solely on the Australian Tech Sector. Together, we've helped over 100 companies punch well above their weights in local and global markets.

To find out how, book and complimentary [Growth Catalyst](#) with Matthew Whyatt.

Whatever implementation option you choose, we're sure that the strategies in this blueprint will help you grow your business.







1. **What Is Thought Leadership? 5 Steps To Getting It Right.** Thought Leaders International.
2. **2018 Content Preference Survey Report.** Demand Gen.
3. **Uncovering the Shifting Landscape in B2B Commerce,** State of B2B Procurement Study. Aquity.
4. **B2B Technology Content Survey Report.** Eccolo Media.
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6. **Content Marketing Strategy Checklist.** Velocity Partners.
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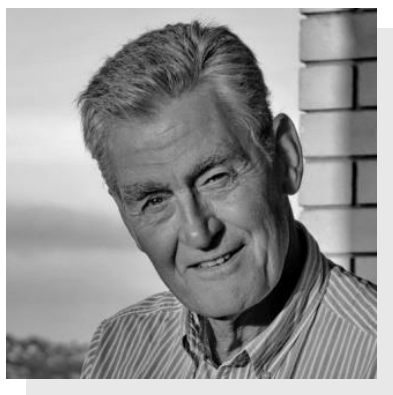


## About the authors



Hello, I'm **Tracey James**, Co-founder and Chief Marketing Strategist for Tech Torque Systems. I started out life as a 'techie' qualifying in Biotechnology, so I understand technical complexity but quickly found research tedious. I swapped to selling then marketing Biotech products for Merck and GE Health and later switched to IT, marketing software and hardware.

In the Tech Sector, I saw brilliant Australian companies failing to prosper because they had disjointed, unreliable marketing and selling processes. I co-founded Tech Torque Systems with **Matthew Whyatt**, combining his Precision Processes for Selling with mine for Marketing to create the first integrated system to fast-track Tech Sector growth.



Hi, I'm **Kim Brebach**, Tech Torque's **Content Chief**. Over decades of selling and marketing in IT for companies like Novell and Silicon Graphics, I developed a healthy disregard for marketers who need buzzwords to sell their products. I think technology marketers need to move away from confounding with jargon and data.

We need to engage buyers in language they understand, and wrap benefits in stories that challenge and intrigue, not just inform them. I love it when clients say to us 'Do others say they wouldn't change a single word of your first draft?' That what we do: transform the dusty, dry stuff into colourful, exciting, compelling stories.



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