

HOW TO DRIVE ENGAGEMENT AND REVENUE WITH HIGH IMPACT MARKETING

CUSTOM RESEARCH SERIES

Helping clients build competitive advantage and revenue growth with tailored advisory projects

STRATEGIC INSIGHT AROUND DISRUPTIVE TECHNOLOGIES

BUILDING COMPETITIVE ADVANTAGE



TecFutures

CUSTOM RESEARCH ANALYSIS ADVISORY

Creating strong messaging to support changes to your market position is essential to clear market strategy

Clients create clear messaging to help communicate how they deliver business value.

- Market acquisition and consolidation can leave customers unsure of your business proposition.
- New market segments may need a lot of information.
- Maximize the impact of your 'breakthrough' or 'lighthouse' projects.

Marketing communications is an opportunity to re-evaluate your value proposition and make sure the messaging is aligned to your target customers.



Which of these critical issues is most important to making your marcomms strategy successful?

1

Coping with Increasing Competitive Intensity

In a consolidating market, how do you continue to communicate your relevance and advantage?

2

Delivering Impactful Messaging

Value and relevance can be delivered via multiple channels, but how should impact be measured?

3

Understanding Market Needs

Do your communications need to focus on different features, or buyer journeys, or something else? What does your market want to hear?

Addressing Adjacent Markets

While there is value in consistency of message, how do you tailor your message to new markets?

4

Creating Differentiation

What unique value can you deliver to the market, and how best to demonstrate that value?

5

Communicating Customer Value

Why will customers in these markets buy from you?
What do your customers understand your services?

6

Leverage your experience

There are many situations where there is a need to 'tell the story'. This is increasingly important with rising competition and market consolidation.

In an increasing crowded market, your track record and experience are vital assets.

Many CSPs and IoT providers create 'showcase' projects to support their marketing story as well as providing a springboard into new markets.

But suppliers can also leverage communications to create new enquiries leads as well alongside awareness and supplier 'expert' positioning.

Tracking messaging performance is an essential tool to fine tune your market messaging strategy.



LIGHTHOUSE PROJECTS THAT ARE BREAKING NEW GROUND



DRIVE BRAND RECOGNITION



HELP SOURCE NEW LEADS AND OPPORTUNITIES



ESTABLISH A THOUGHT LEADERSHIP POSITION



SUPPORT ENTERING NEW MARKETS

Maximize the impact

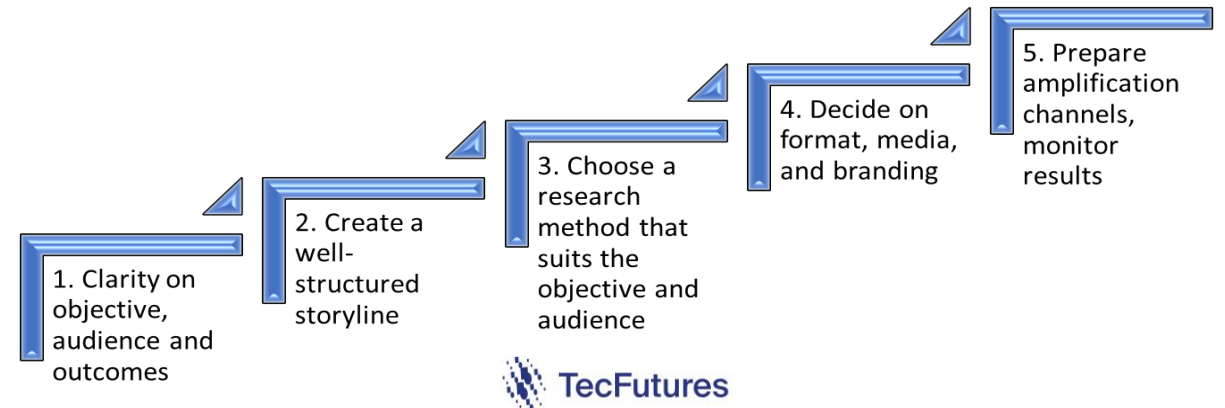
1 Discovery, desk research and design

2 Research implementation

3 Detailed analysis and review

4 Tactical and strategic recommendations

Use a structured process to help plan and execute messaging around your lighthouse projects.



Actionable Outcomes: 'Now you can'

Successful marketing communications means you will be able to:

- Demonstrate capabilities and value in increasingly crowded markets.
- Develop strong and consistent competitive positioning
- Support sales channels with a clear marketing strategy
- Develop new customer conversations around your own agenda
- Successfully support your broader market strategy



HIGHLIGHT GROUND-BREAKING ADVANCES LEADING TO NEW CONVERSATIONS



ENABLE YOUR BRAND TO COMPETE SUCCESSFULLY



GENERATE NEW INBOUND OPPORTUNITIES



LEAD NEW CONVERSATIONS FROM A POSITION OF AUTHORITY



PRIORITIZE NEW MARKETS WITH THE RIGHT COMMUNICATIONS

Six Reasons to Work with TecFutures

1

Fifty years of senior consulting director experience with the leading firms

Experience from the world's leading firms - including Analysys Mason, Informa, Gartner, IDC, KPMG, and The Economist Group

2

Helping clients build competitive advantage and revenue growth with tailored projects

We deliver custom consulting projects that supports strategic insight and analysis to global technology ecosystem suppliers

3

Strategic insight into Enterprise needs and 'value-centric' opportunities

Strategic insight and analysis for global technology ecosystems on market challenges and opportunities, and creating competitive advantage



Internet of Things and transformation technologies

Leveraging our expertise on the internet of things and on opportunities presented by digital disruption and transformation technologies

4

Understanding of CSPs and Ecosystem players

Over the years, we have worked with a broad range of MNOs and MVNOs and market players. We understand their motivations and challenges and their aspirations in the IoT space

5

Supporting you throughout

We value our client relationships deeply and design approaches that take full account of your needs and aspirations, keeping you informed of progress and developing sound advice and recommendations

6

Andrew Parkin-White Founding Partner

Andrew's goal is to support clients with their revenue growth by helping them to identify and monetize market opportunities. He does this by drawing on extensive experience in telecoms and digital technologies.

Most recently, he has focused on IoT and cellular digital verification. He works with clients to develop research, consulting and go-to-market solutions using a range of approaches and methodologies.

Clients can benefit from his wide-ranging track record with leadership roles in leading analyst firms and consultancies including Analysys Mason, Informa / Ovum and KPMG. Andrew is the former programme director for IoT at MEF



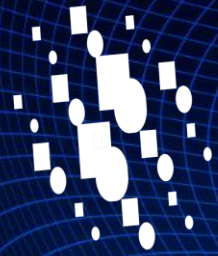
Phil Todd Founding Partner

Phil is a highly experienced Head of Research working globally across the Communications, Telecoms, Media, and Digital Technology sectors. His aim is to apply sound research design principles to drive client growth and competitive advantage.

Phil has specific experience in TMT product strategy, IoT applications, and technology risk and disruption.

Previously Phil worked at Gartner, The Economist Group, Omdia, and Analysys Mason, managing regional and global research teams. He has also worked as a Board Advisor to the Wall Street Journal CIO Network.

**Fifty Years of Unparalleled Senior
Research and Consulting Experience**



TecFutures

Find out more

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