

ACME Technologies
One Page Executive Summary: Proposed Go-To-Market Strategy
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Messaging & Positioning

Define the target market and Decision-Making Unit (DMU); this is essential to selecting the best strategy for reaching them. For the ACME product line, the markets are horizontal rather than vertical:

<u>Product</u>	<u>Target Market(s)</u>	<u>DMU(s)</u>
Product1 & Product2	Corporate HR	HR head
Product3	Consultants, contractors and corporate HR	HR head & Agency head
Product4	Trade, professional & academic associations	Marketing/benefits head

Define Competitive Positioning – On the cost/benefit curve, how do we offer the best value? Not just that we are the “practical” solution vs. the “economy” or “luxury” solutions but, on the features that are of paramount importance to the target DMUs, how does our solution offer a superiority of value?

Define HRIS Architectural Positioning – Product1, Product2 and Product3 must function as components of a company’s comprehensive HRIS. ACME must articulate (textually and graphically) how ACME solutions fit in industry-recognized HRIS architectures.

Define Messaging – What are the key messages for each product? These messages must match the pain points specific of the target markets and DMUs to resonate with them. They must also meet and overcome competitive positioning.

Product Validation

- Analyst Briefings | Objective – Get analysts to track ACME and product family with favorable evaluation | Gartner/Meta, IDC, Yankee, Forrester + relevant horizontal HR analysts such as TPI/Gildner.
- Analyst, Financial & Trade Conference Presentations (Live & On-Line) | Objective – Increase exposure to key decision influencers and decision-makers | Examples: analyst (Gartner Symposium/ITXpo 2005 in Orlando), financial (RBC Capital Markets - North American Technology Conference), horizontals (HR Systems 2005)
- Trade Awards, Trade Press, Case Studies, Third-Party White Papers | Objective – Increase objective appraisal of ACME and product line

Sales Support

Exploit Oracle Certified Advantage Partner status and OAUG 2-star partner level. Establish dialogue at Oracle Applications Pacific Northwest Partner Summit, leveraging all relevant Oracle partner programs.

Develop communications vehicles for sales support, specifically lead compilation and product information:

Web Site	Press Releases	White Papers
Data Sheets	Webinars	Events
E-Newsletters	PowerPoint Presentations	Customer Training programs

To reach Product3 contractors /consultants, a viral marketing campaign leveraging their word-of-mouth network. Ads posted on contractor-centric sites (other job posting, skill certification, etc) pointed to Product3. Incentives for first use, recruiting new contractors. Additionally, promotions at contractor events.

Alliances

Sales traction for ACME products - specifically Product1, Product2 and Product3 - will be optimized by marketing and selling them as components of a certified-compatible HRIS solution.

- Define other HRIS components
- Define vendors of other components
- Establish synergistic alliances
 - Define joint product certification process
 - Define marketing program elements
 - Define customer benefits

Specific Benefits to ACME: ACME solution validation, enhanced product compatibility, joint sales calls, reciprocal selling, joint lead generation opportunities, PR opportunities.