

Marketing

Branding
Product-Market fit; competitor analysis, value chain mapping, differentiation
Messaging. Value proposition, positioning, true benefit articulation vs. feature listings
Product description and materials
Target Markets: Vertical sectors, geography, company size
Addressable market and sizing, market share current and potential
Marketing automation, lead generation and nurturing. Hubspot or similar
Building customer and prospect contacts database
Email newsletter
Website (design, content, SEO and integration of marketing automation, metrics)
Content Marketing
 Blogs, videos, case studies, testimonials, test results; article placement, etc
Social Media (esp LinkedIn, Twitter)
Industry analysts, bloggers, influencers (briefings, coverage)
Press relations (outreach to reporters), press releases, securing news coverage
Marketing partnerships; platform integrations
Marketing resources (budgeting; external and internal) – spec, recruit and train.
Metrics (measurement of results of activity)
Trade shows, conferences, contests and speaking events
Paid advertising, direct mail and sponsorships
Demo apps, trials; customer product evaluations; certifications and 3rd party tests
Marketing and sales materials (slide deck, one pagers, biz cards, swag, etc)

Sales & Biz Dev

Revenue Goals documented for next six calendar quarters
Components of revenue analyzed and dot:dot plan to achieve
Sales forecasting and planning; weekly/regular updates with resulting action items
CRM and opportunity tracking / management. Salesforce, Pipedrive or similar
Sales pipeline reviews and action plans
 Awareness > Interest > Qualified > Evaluation > Proposal > Close
Prospecting; re target companies and key decision makers (networking, cold outreach)
Sales pitches and sales process follow-ups with prospects
Form legal agreements (online); IP protection; eval license, NDA, commercial license
Go to Market strategy (direct, online, indirect, via sales channels)
 Which channels are best, how to structure relationships and support them
Technical support of sales process via sales engineering people and tools
Business model; product pricing and tiers; discounts and contract negotiation
Sales resources (budgeting; internal and external) – spec, recruit, train, comp plans.
Sales technique and training (how to win); sales toolkit
Customer rollout project plan; program tracking and end-user feedback
Create reference customers who will talk about their success with our product