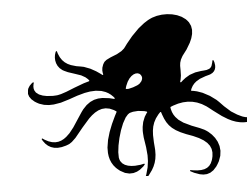




# PROVEN MARKET STRATEGIES

FOR FAST-GROWING WORK  
TECH COMPANIES



the starr conspiracy







# Noisy, crowded, and confusing for buyers

The world of Work Tech is noisy and saturated with thousands of systems and software, all battling for attention.

This is a big challenge for newer high-growth brands trying to be seen through all the clutter.

But most Work Tech marketers eventually get distracted by the latest shiny marketing tactics and neglect the marketing that's proven to build brands.

You already have these tools in your marketing arsenal. If you focus your time and budget on the following five proven strategies, your Work Tech brand will be transformed for good.





# Nail your messaging

The key to designing a great ad is spending half your time on the headline and the other half on everything else. If the headline doesn't capture attention, then the rest is a waste of time.

The same applies to your messaging. If your value proposition doesn't resonate with your audience, why would they delve deeper into your offering?

The key to strong messaging is focus. You can't water it down to appeal to everyone. That never works. Pick one perfect buyer and address them directly. Be prepared to fight to maintain focus on this "radical" buyer, because you'll be pressured to appeal to a wide swath of potential buyers.

Crafting a killer brand message isn't easy. In fact, it's surprisingly hard. But put the effort in to get it right, and you'll reap the rewards for a very long time.

If you're struggling to clarify your value proposition or make your brand pop, The Starr Conspiracy can help. We are experts in building brands for the future of Work Tech, so we would love to help you breathe new life into your brand.



# 86%

of consumers say authenticity is a key factor in deciding which brands they like and support. [Stackla.com](https://stackla.com)

## KEY TAKEAWAY:

If you lack branding expertise, don't do it half-heartedly. Outsource it to the pros.





# Optimize your website

Your website is your storefront AND your store. It's your first, and usually your second and third, impression. A poorly designed website will put off any potential buyer in seconds.

From my experience, websites are almost always neglected. **Here are five fundamentals of a solid website:**

- 1 Clear and compelling messaging** — I rank this first because if your message isn't clear and doesn't resonate, then not much else matters.
- 2 Optimized for search engines** — I put this right behind messaging because if buyers can't find your website, then they won't learn about you or experience your great design.
- 3 Modern look and feel** — I've never met a Work Tech buyer who didn't want a modern system. In their mind, your website is a demonstration of your product design.
- 4 Valuable resources** — With great content, you both demonstrate your thought leadership and generate more leads.
- 5 Shows proof** — In the eyes of your prospects, your solutions become real only when your customers say they are. That means you need to show case studies, testimonials, customer logos, and real proof points.



It only takes .05 seconds for a user to decide whether they'll stay on your website or leave. [SWEOR](#)

## KEY TAKEAWAY:

Put your own oxygen mask on first. Your own website should always be your No. 1 priority.





# Boost your web presence

SEO is key to winning the web presence war. Thanks to SEO, your buyers will find you before you find them 99% of the time.

You're one of many vendors fighting for that coveted No. 1 spot on Google, so be smart about your keywords — which sometimes means not going for “learning management system” or “recruiting software,” but instead tapping into your niche, whether that's industry, geography, or specialty services.

A common mistake marketers make is optimizing their copy for self-serving terms. What is the point in targeting the term “learning experience platform” if your audience is searching for something as basic as “compliance training”?

[Google's keyword planner](#) is free and is the best place to start finding the terms your audience uses. For advanced SEO analysis, [Semrush](#) is the best option.

Bear in mind that SEO is a full-time job, and you won't leapfrog your competitors if SEO is only a medium priority. If you don't have the expertise, consider contracting an SEO specialist.



# 64%

of software buyers want to read at least six reviews before purchasing.

[Capterra](#)

## KEY TAKEAWAY:

**Know where your buyers search for your product and make sure you're there.**



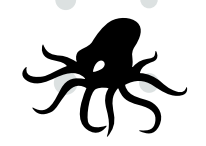
# Top 30 software review sites for Work Tech

Looking beyond your own website, you need a great web presence, especially wherever your customers go to find technology.

This is where software review sites come in. Make sure your products are listed on all of them.

Great reviews are critical. After you've finished a customer project, ask your happy customer to post a review on one of the top review sites.

Buyers tend to trust reviews from other customers more than a marketing spiel, so make your reviews count.



<u>Better Buys</u>	<u>LMS.org</u>
<u>BSOCO</u>	<u>PC Magazine</u>
<u>Business Software</u>	<u>Review my LMS</u> (Tagoras)
<u>Capterra</u> <small>HIGH TRAFFIC</small>	<u>SelectHub</u>
<u>Crozdesk</u>	<u>Serchen</u>
<u>Crowd Reviews</u>	<u>Stack</u> (G2)
<u>eLearning Industry</u> <small>HIGH TRAFFIC</small>	<u>Software Advice</u> <small>HIGH TRAFFIC</small>
<u>Elearning List</u>	<u>Software Testing Help</u>
<u>Featured Customers</u>	<u>Software World</u>
<u>Finance Online</u>	<u>SourceForge</u>
<u>FindAnLMS</u> <small>HIGH TRAFFIC</small>	<u>Talented Learning</u> <small>HIGH TRAFFIC</small>
<u>G2</u> <small>HIGH TRAFFIC</small>	<u>The Learning Guild</u>
<u>Gartner Peer insights</u> <small>HIGH TRAFFIC</small>	<u>The Training place</u>
<u>GoodFirms</u>	<u>Training Industry</u>
<u>GetApp</u>	<u>TrustRadius</u>







# Get the word out to analysts and influencers

An often-undervalued aspect of Work Tech marketing is analyst relations.

Analysts influence a surprising number of your prospects with advice and research beginning at initial brand awareness, going through research and product evaluation.

The best way to build a relationship with an analyst is to share what your brand is learning in the market and show the bold steps you're taking.

Choose the right analysts based on your marketing goals:

- **Elevate brand awareness**
- **Establish a new category label**
- **Show product innovation**
- **Get short-listed in RFPs**

Ultimately, you should be meeting with at least 10 to 15 analysts a year to ensure you're top of brain. But it's a delicate balance of quality vs. quantity. Once you establish a relationship with a Work Tech analyst, be sure to maintain a strong connection with regular communication — twice a year at minimum. This could be a bulletin just for analysts, demos of your new features, or ensuring placement in their reports.



**80% of IT-related purchases worldwide are directly influenced by industry analysts.** [HubSpot](#)

## KEY TAKEAWAY:

**A few strong analyst relationships are better than 50 mediocre ones.**





# Repurpose content like a pro

Any experienced marketer knows that content is king. In fact, modern marketing has become mostly content marketing.

Content marketing is a powerful tool for engaging not just new prospects through lead generation, but also nurturing your existing customer base with thought leadership. Your e-books, guides, infographics, videos, and checklists will engage, inform, and inspire your audience — if they're done right.

The most overlooked part of great content marketing is repurposing. Instead of creating 10 stand-alone pieces of content, think about them as content campaigns. That means a single

e-book (like this one) can be broken into five blog posts, five videos, an infographic, 20 social media posts, and multiple emails. This will maximize the leverage of every single word you write. That's what we've done with this e-book.

Include multimedia in your content marketing strategy. Video, podcasts, webinars, and live streams are highlighted by social media and capture the attention of your audience in a world that's saturated with one-dimensional content.



## KEY TAKEAWAY:

**Plan ahead. Ad hoc content is inefficient and won't help you build momentum over time.**





# 6 best practices for email marketing campaigns

If content is king, email marketing is queen. Email is still the quickest and most effective way to get your content in front of customers and prospects.

Use marketing automation tools like [HubSpot](#) or [Marketo](#) for automated email nurturing to drip-feed content to your database, ensuring your brand is top of mind when they're ready to buy.



**Prioritize the subject line**  
If your subject line is boring, irrelevant, or too obviously “marketing,” why would anyone open it? Piquing the reader’s interest is half the battle.



**Add real value**  
It’s not about you! How does your content help, inspire, or solve their problems? Show recipients what’s in it for them.



**Create a personal connection**  
This is more than a personalized “Hi [first name]” greeting. A real person writes your emails, so make it sound that way. Nobody wants to feel marketed to.



**Consider text-only emails ...**  
Graphics-heavy emails are more likely to be flagged as spam and can distract from the focus of your email. Text-only emails tend to perform better in opens and click-throughs.



**... but not all the time**  
Ideally, you will send a combination of text-only, HTML, and prospecting emails. Save the HTML emails for things like newsletters, and always use text-only for personalized emails.



**Forward your emails**  
If contacts aren’t opening your emails, consider a second email to forward them the original message to nudge them to open it. It works well, but use this tactic sparingly, to avoid looking spammy.





# Build a foundation for growth with proven marketing

When fast-growth company stakeholders ask you to do more with less budget, it's a reminder to focus on proven marketing strategies.

The right messaging, a killer website, a strong web presence, genuine relationships with industry analysts, and engaging content is 90% of what you need to put your brand on the map.

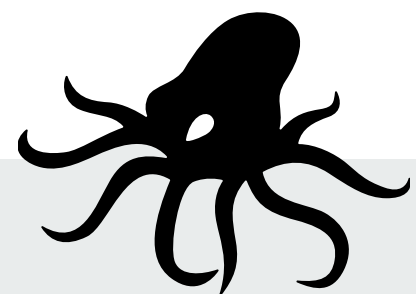
Marketing is in the sweet spot between art and science, so there is no one right answer to get the results you want.

But focusing on proven marketing strategies will give you a strong foundation for growth, ultimately leading to long-term success ...

... **with no buzzwords in sight.**

**WE'RE HERE TO HELP YOU MAKE IT HAPPEN.**

**Contact us today**



## About The Starr Conspiracy

You're busy creating the future of work. You don't have time to teach an agency what you do. At The Starr Conspiracy, your work is our business. Brand or demand. Traction or scale. We accelerate results. If you are creating innovative workplace solutions, there's no better B2B marketing agency to bring your brand to life.

The Starr Conspiracy is co-located in Fort Worth, Texas and San Francisco. Learn more at [thestarrconspiracy.com](https://thestarrconspiracy.com).

