



SOFTWARE LEAD GENERATION GUIDE

Comprehensive Review for Penetrating Markets On Demand

Keychain Logic
Accelerating Revenue On Demand

www.KeychainLogic.net



Marketing expertise with service-focused programs

“Always be on the lookout for ways to turn a problem into an opportunity for success.

Always be on the lookout for ways to nurture your dream.”

— Lao Tzu



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The Market Goes to the Experts

This *Lead Generation Guide* provides tools and insights for independent software vendors (ISVs) in Software-as-a-Service (SaaS) and On-Demand environments to extend market reach and improve marketing results. It includes articles that address:

- Value of & Methods for Establishing Expertise
- Guerrilla Marketing Basics
- Whitepapers, Seminars, and Panel Discussions
- Effective Traditional Marketing Methods
- Channel Partners & Strategic Alliances
- Executing an Integrated Marketing Plan

We are pleased to make this information available to the industry in the hope it will help accelerate the growth of SaaS and On-Demand companies.

Please feel free to contact us with questions about marketing program design or on executing a particular plan.

We have been providing successful strategic marketing, business development, and sales leadership to technology companies for over twenty years and will be pleased to assist in the development of your marketing strategy and team.

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Fully-integrated marketing campaigns using both traditional and guerrilla elements are key to expanding brand awareness and demonstrating the expertise companies require of service vendors.

This guide provides Software-as-a-Service (SaaS) and On-Demand independent software vendors (ISVs) with ideas and recommendations for identifying their customers' business problems and leveraging their business and technical expertise to raise their brand profile in any vertical market.

By following the principles in this guide, SaaS and On-Demand ISVs can become their customers' trusted advisors. By helping solve the business problems their applications are designed to address, ISVs will generate high-quality leads and improve revenue growth.

The goal is to accelerate ISV transformation. Beyond this guide, we are available to provide additional support and detailed recommendations.

Topics in the guide include:

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Being the Market's 800lb Guerrilla



The aim of any marketing campaign is the same for the independent software vendor (ISV) in the software-as-a-service (SaaS) or On-Demand space as traditional ISVs, but the approach must be significantly different.

SaaS and On-Demand ISVs expanding their base, moving into new verticals, and providing additional value-added services are responding to market demand for less complex technology and more service-focused solutions.

The application is the means by which they deliver

about developing, producing, manufacturing, and bringing new products to market.

Thus, a guerrilla campaign broadcasts the ISV's expertise, builds credibility in the appropriate verticals as a quality service-provider, and attracts prospective customers to the solution.

Such a campaign will establish the SaaS and On-Demand ISV as a trusted advisor by establishing the brand as the *de facto* solution in the field. It will help maintain high profits because customers will have identified the solution and bought it for its

res or price. tion as a service ment channel part- of business prob-

percolated from igher conversion, n, and a higher investment.



"It is not enough to have knowledge; one must also apply it. It is not enough to have wishes; one must also act on them."
— Johann Wolfgang von Goethe

"The sole purpose of business is to make money. The sole purpose of advertising is explaining the way in which business renders it."
— Leo Burnett

on-line consumer marketing as in software development, that offers an application to improve the shopping experience and increase conversion rates will be invaluable to retailers. Its guerrilla campaign will be targeted at the retailers' sales organizations (rather than their IT groups) and focus primarily on how to grow on-line sales.

SaaS and On-Demand ISVs can demonstrate such expertise by publishing whitepapers and trade articles about the problems their customers face, including discussion of various available solutions. Such articles must give useful information and not merely advertise the application.

The best guerrilla marketers also lead seminars,

and work groups and which also ns. The purpose the ISV's profile and establish it as solutions.

electronic news-participation.

research-based experts, and suggested solutions. market solutions; d, therefore, approaches problems differently.

The guerrilla marketer attempts to identify the 60% to 70% of the problem and solution shared by all players and establish a basis from which the remaining 20% to 30% can be customized.

For the SaaS and On-Demand ISV, this basis must be a common understanding of the business problem for which the application provides a solution; the remaining piece is embodied in the amount and kind of customization the user can implement with the software, but, more importantly, the kind of expert advice the ISV's sales and service personnel can bring to the users' business.

Serve Prospects Hot to the Sales Table

Face it: Cold calling is a waste.

If you were talking about any other business activity with a success rate of less than 20%, you would have scrapped it long ago. Salespeople don't like cold calling not only because it keeps them from selling but also because their prospects hate it. Consider: Do *you* like picking up the phone to hear an unsolicited sales pitch?

While cold calling has its place in a fully-integrated plan, guerrilla marketing benefits the software-as-a-service (SaaS) and On-Demand independent software vendor (ISV) by reaching out to customers to initiate a conversation at the level of their need.

The guerrilla marketing approach goes beyond the response to the initial contact, the ISV's phone call and email address. It is about the problem, then, decision-making, and the solution. It is about the nature of the problem and assess the customer's needs.

Even the best guerrilla marketing is inefficient if it neglects the 4 P's (Product, Price, Place, Promotion, and branding).

To integrate guerrilla marketing into a SaaS or On-Demand plan, independent software vendors must shift their position. "Product" is the solution; "place" is where the app; "price" is with the customer; "promotion" is the pain of the business problem. It includes distribution.

"Price," then, is not the development cost but is determined by what the customer will pay by not solving its problem.

The challenge SaaS and On-Demand ISVs face is branding themselves as service providers that use technology for product delivery, as opposed to technology companies with little understanding of the business issues suffered by their customers. Corporate identities (such as logos and color schemes) do not need to change, but the manner in which ISVs present themselves needs to focus less on the app and more on the solution.

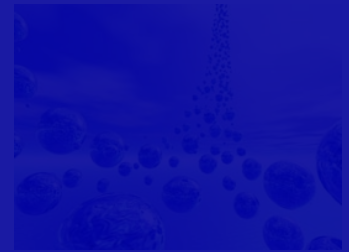
These shifts also change in how outbound calling is conducted. The script is re-crafted to ask questions about how the target is dealing with the in-

By thus percolating contacts, the ISV hands its sales department higher quality, "hotter" leads. When the first sales call is made, the customer generally expects it: at a minimum, s/he is familiar with the ISV's solution and recognizes the ISV's expertise in the field.

Often, this first call is initiated by the customer. Ask any salesperson: They love these conversations.

The thrust then becomes the customer's problem and how the ISV's application can be used to

Lead Generation Guide



A GUERRILLA MARKETING RESOURCE GUIDE

"Guerrilla Marketing teaches executives that, while the name may suggest guerrilla marketing is about taking advantage of some unsuspecting customers about deepening your relationship with your customers so they can serve them better."

"In 1984 by Jay Conrad Levinson in his popular book, Guerrilla Marketing: Secrets for Making Big Profits from Your Small Budget (paperback, about \$10), many guerrilla marketing techniques are described that help more companies and individuals market more cost-effectively."

"For more information on Levinson's book and other guerrilla marketing resources, visit www.GMarketing.com, or search for countless resources on the internet and in print."

"For more information on a professional trainer in guerrilla marketing, high-technology sales, and more, visit the expert articles on his site [StrategyMarshall.com](http://www.StrategyMarshall.com). His articles regarding promoting your business and the importance of guerrilla marketing information instead of cold calling are particularly useful."

"For more information on Marshall, many guerrilla marketing tactics, and how to promote position their business, visit www.StrategyMarshall.com. For sales organizations, visit www.StrategyMarshall.com for more information on their value to the SaaS and On-Demand ISV. Anthony Parinello, author of Selling to VITO (The Very Important Top Officer), offers his take on guerrilla tactics in the excellent Stop Cold Calling Forever! (paperback, about \$12).

Finally, Canadian coaching and strategic consulting firm DramatisPersonae.org offers an excellent article on guerrilla marketing that includes numerous examples, case studies, and a guerrilla marketing test at www.DramatisPersonae.org/GuerrillaMarketingandFinance/GuerrillaMarketing.htm.

