

## **MARKETING MANIFESTO**

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I'm advocating that we have sufficient technology in both hardware and software, and that we should now focus on strengthening our marketing position.

Below are a number of marketing-oriented topics for which we need a well researched two or three page position paper. Categories are ordered by importance (IMHO); as are items within categories. Much of this is the first thing an investor may wish to see, yet it remains relatively unaddressed by BTC. So it seems to me that it is our weakest link.

### **CUSTOMERS**

- market validation through customer interviews
- analysis of cost and resource savings by using our product
- one pagers that would make a potential customer change his mind
- stories about how we would place our product into users hands
- stories of how we would help users to use our product

### **MARKETS**

- analysis of the markets in detail
- analysis of the competition, strong/weak points
- competitive strategy
- detailed sales forecasts by market segment
- retailer and wholesale pricing strategies
- analysis of sales cycles and buying motivations
- market analysis sources and contacts
- industry weaknesses

### **MECHANISM**

- analysis of product features and their relative importance
- market-driven product design outline and methodology
- spec sheets
- product support plan (including financial estimates)
- customer service (including financial estimates)

## MANAGEMENT

- identification and analysis of risks
- risk mitigation plan
- growth management plan
- corporate values and ideals

## PENETRATION

- market penetration strategy
- communication plan, how we change people's minds
- product distribution analysis and plan
- promotional strategies and costs
- portfolio of articles, newspaper clippings, competitive documents, etc.  
    focused on why our strengths are relevant to the marketplace
- analysis of distribution channels
- promotional brochures

## SUPPORT

- stories about our goodness, testimonials
- strategic partnering analysis and strategy
- potential joint ventures, rationales and motives
- consortia, potential members and motives