

PRODUCT MARKETING PERSPECTIVES: MATURE STARTUP

LANCE WALTER, CMO
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“THE FIRST RULE OF MARKETING”: KNOW YOUR AUDIENCE

Segmentation

Personas

Industries



COMPETITIVE REPLACEMENT CAMPAIGN

- Replacing market share leader
- Extremely conservative audience
- Multiple angles/opportunities
- Critical to align with Sales



SO WHAT'S NEXT?

TO THE WHITEBOARD!

Offers

Concerns

Content

Actions

Messaging

A DIFFERENCE IN APPROACHES

Tactical

Opportunistic

Let's do it fast!

Ad hoc

Listen to Sales

See if it works

Strategic

Comprehensive

Let's do it right

Disciplined

Listen to the Market

Build a plan

PERSPECTIVES

Sales' View:
Use Fear



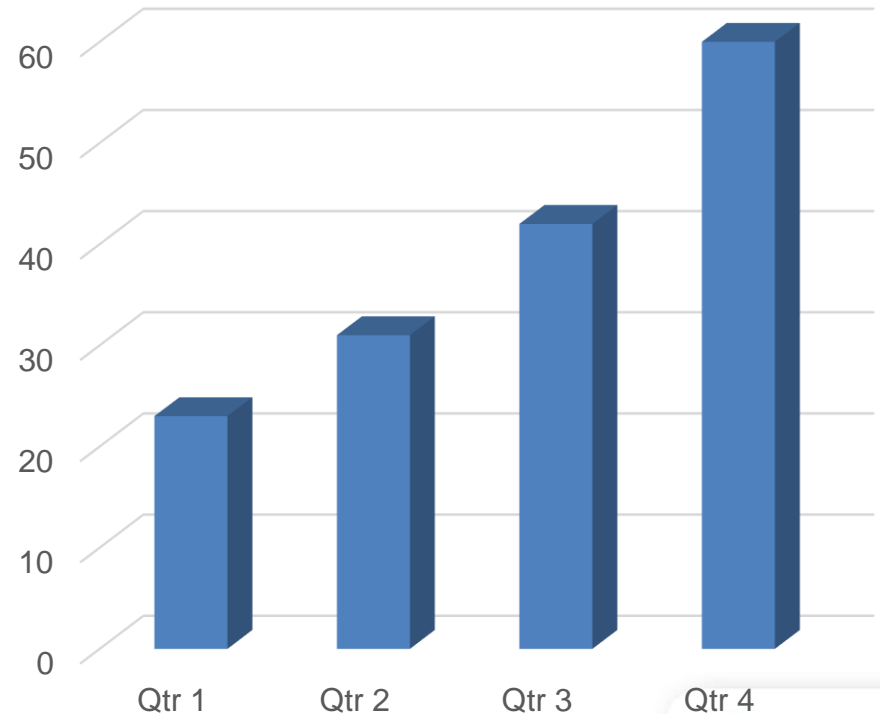
Buyers' View:
Sell Hope



RESULTS

- >150 Oppties created
- Dozens of wins
- \$100K ARR ASP
- \$230K TCV ASP
- 70% uncontested

Migration Opportunities Created



IN CLOSING....IF I KNEW THEN WHAT I KNOW NOW: MUST-HAVE INPUTS FOR B2B MARKETERS



THANK YOU!!



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