

# Marketing: Getting it Right

## The Marketing Communications Checklist



evanbirkhead

STRATEGIC MARKETING AND COMMUNICATIONS

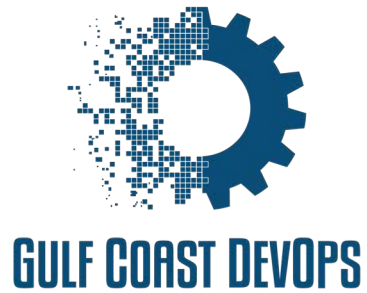


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# Since 2002: focus on early-stage tech

## Tech Startups

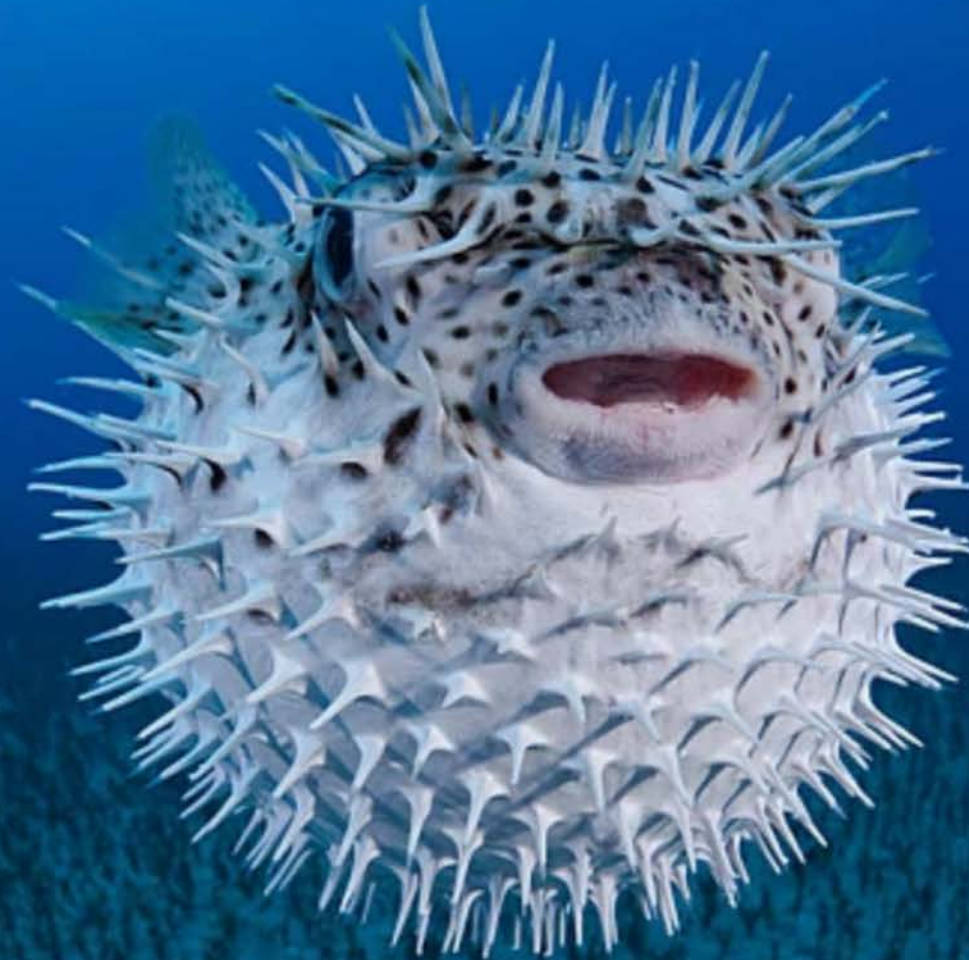


## IoT Consortia

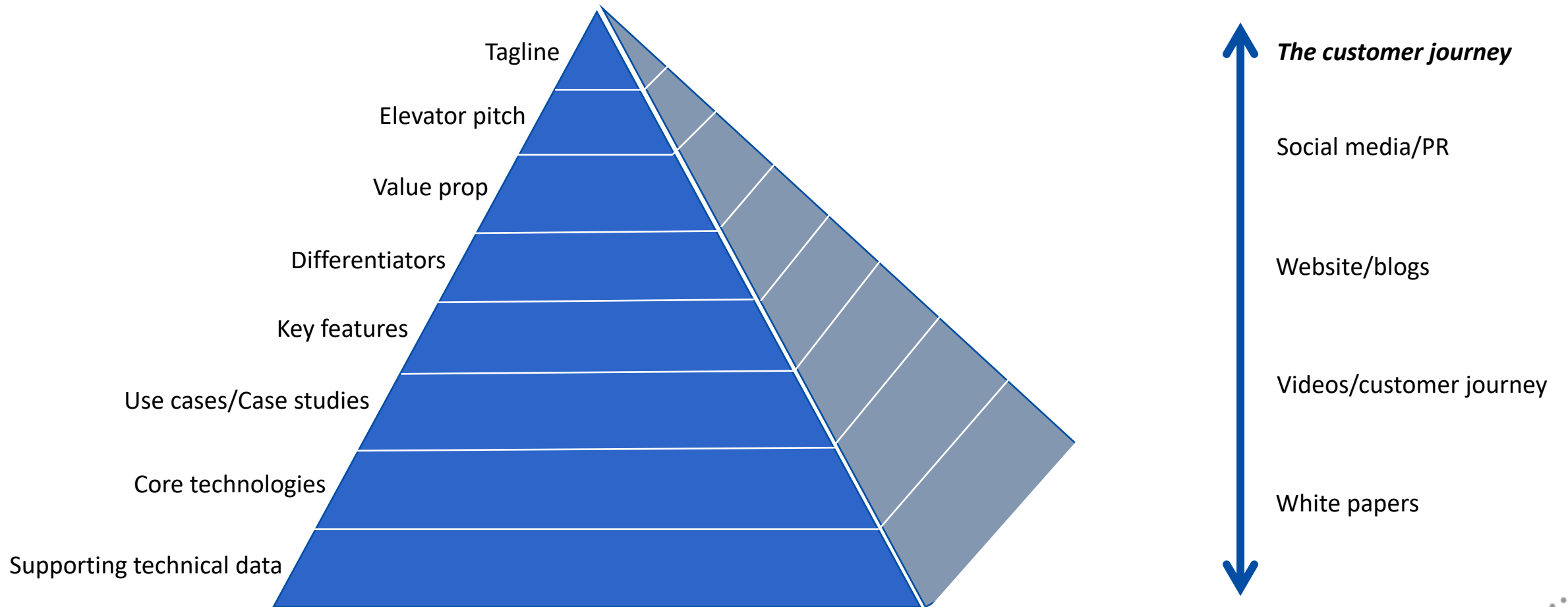


# The blowfish effect

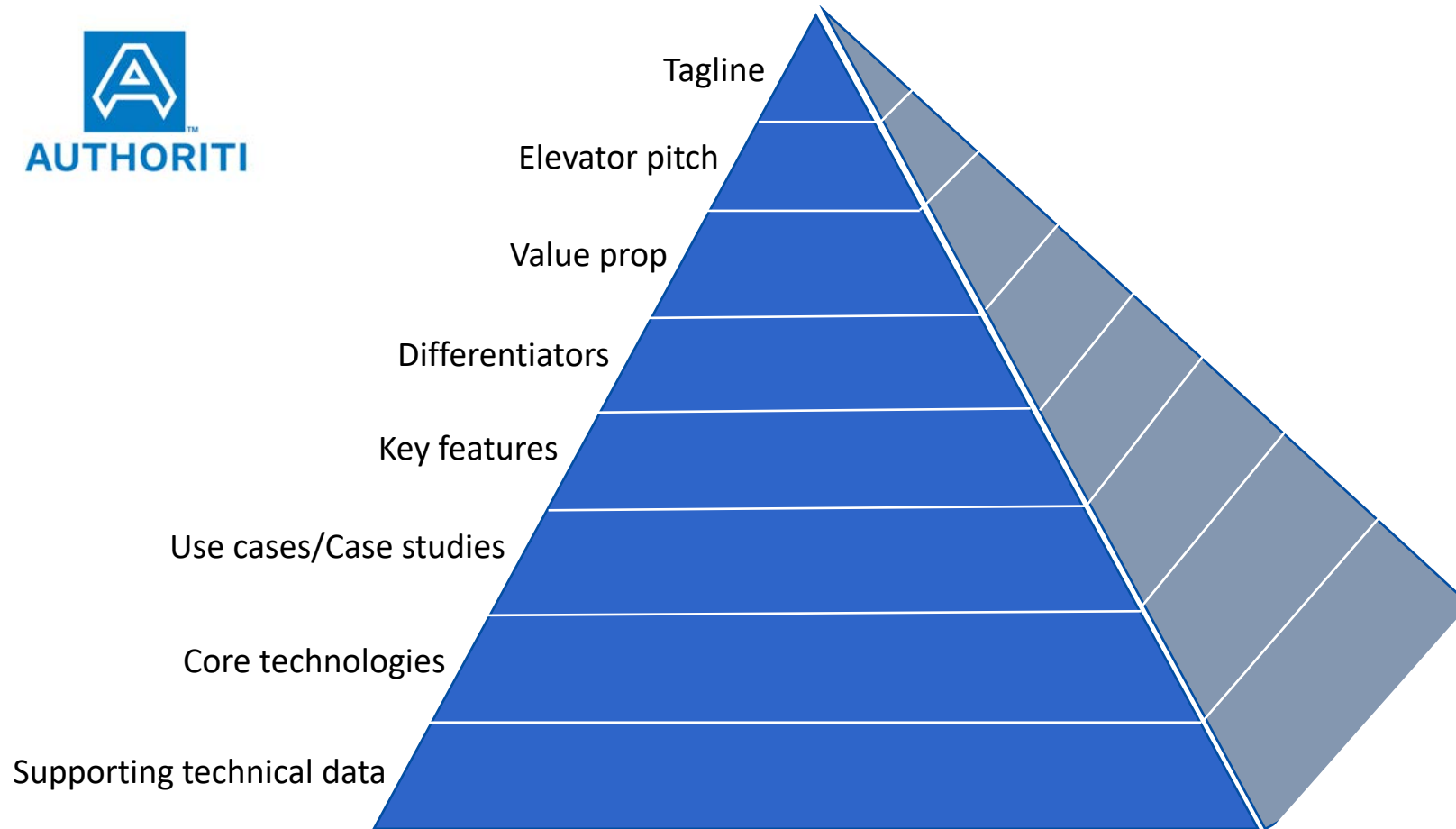
- Marketing communications can help position you as a big fish in your pond



# Your messaging pyramid



# Real-World Example



**Tagline:** Strong authentication is not enough™

**Elevator Pitch:** When you want it all – impenetrable security and a smooth customer experience

**Value Prop:** Improves the user experience; Lowers costs; Reduces fraud

**Differentiator:** Multi-Factor Authorization

Use Cases:



High-Risk Transactions

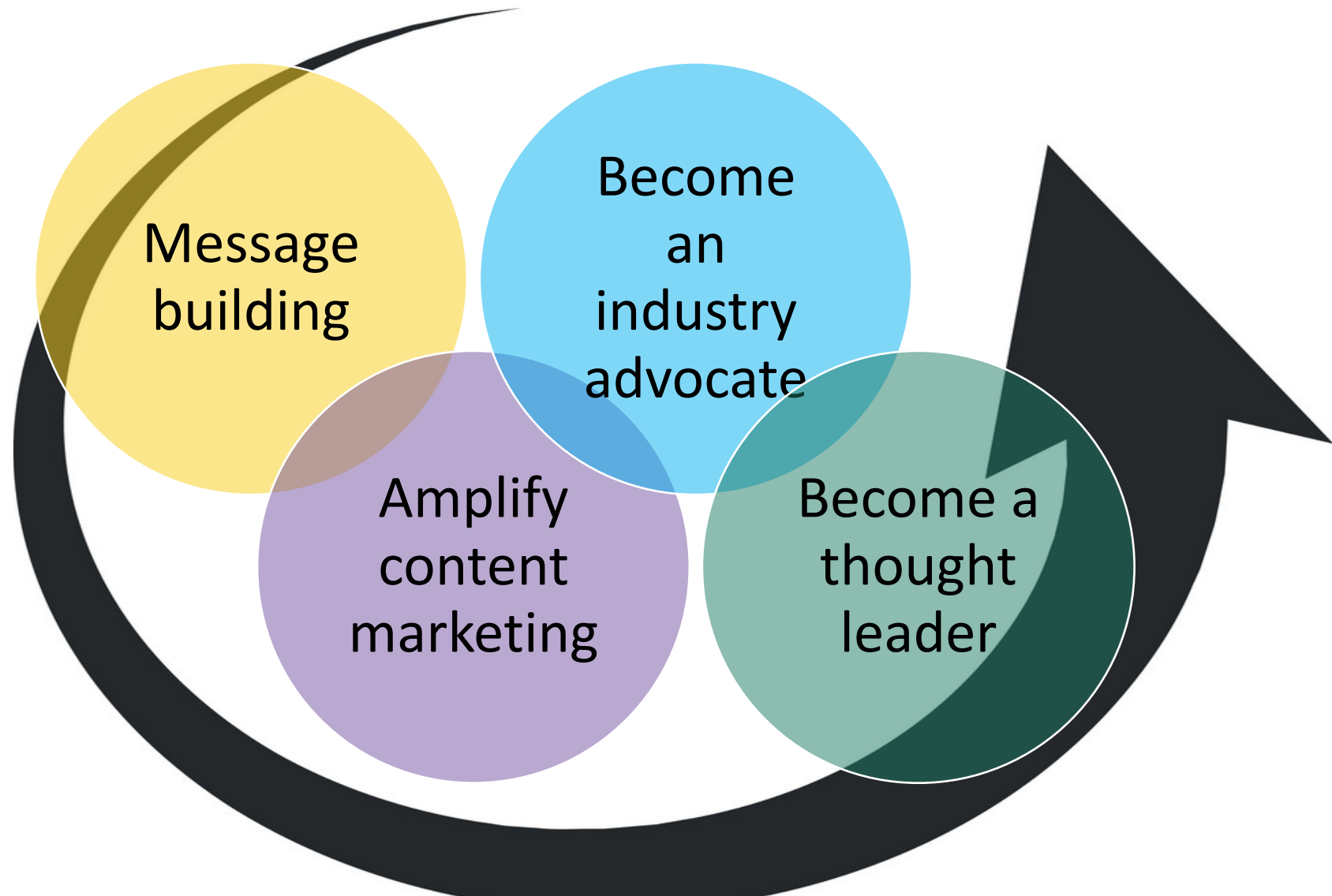


Transactions over Chat



Contact Center Communications

# Rule #1: Amplify everything



# Identify your best delivery method

- Create content, videos, blogs
- Social media
- Press/Analyst relations
- Co-author white papers
- Join an association
- Produce webinars
- Panels, speaking opportunities
- Partner/Customer communications





*Thank you!*



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