

Stanford University

Technology Entrepreneurship Part 2

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New Review

Submission

The Future of Work Company Marketing Page and Sales Experiments Analysis

Marketing and Sales Experiments Analysis and lessons learned

As The Future of Work Company continues to develop and we learn from the analysis of our interactions with potential customers, we are now qualifying leads as a result of our marketing and sales experiments.

How are we running marketing experiments and tracking the results?

Having narrowed-in on our potential market, we have so far interviewed and met face-to-face, 14 potential customers across 8 countries and covering 11 industries. On the basis of their feedback and suggestions, we developed our marketing messages in three forms which we continue to track:  
1. Directly through attendance at industry events – we have attended 6 to date  
2. Through a marketing page multi-platform website ([tfow.co](#)) and social media sites on [LinkedIn](#), [Google+](#) and [Twitter](#)  
3. Through the "influencers" in the market to raise the profile of the company and its potential. We have engaged with 6 analyst firms, the editors of the 2 major publications and professors of 3 academic business schools

Have we yet found the right marketing strategy?

We have found that the most successful route has been to speak directly to potential customers at industry events run by the likes of SSON, NOA and sharedserviceslink. The response has been excellent with an active pipeline of 9 leads; each with the potential to generate annual revenues between \$3m and \$5m over 3 to 5-year contract periods.

Market development through the website and social media has been much less successful – in fact, we have yet to qualify the first lead through this route. This may be because of SEO issues but we believe that it is evidence of the increased difficulty in differentiating a "service" value proposition online.

The influencer route has proved to be very successful in terms of raising the profile of robotic process automation which is helping to add credibility and gravitas to our conversations with potential customers.

Our marketing experimentation will continue to develop as we analyse feedback from our customer interactions.

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