A Plan suggesting Marketing Strategy and Potential Customer for "READYCODER"

-by Marketing and Sales Intern

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"READYCODER – Hay na"

No matter what happens in our world, there will always exist a time where people still needs your services. Company should adopt new streams of revenue and making sure anyone in the world that needs their services can access them.

Marketing strategy :

You can market a service effectively by making sure that we are focusing on the problem or pain point that is solved and being clear on the deliverables that we are offering. Set the expectation ahead of time, this builds trust and ensures that our customer will not have buyer's remorse.

We should not only demonstrate our experience but why the service we are offering is better than others in the marketplace which can see a great deal of success in our marketing efforts. We need more than just brochures and tradeshow booths. Marketing is about building a comprehensive, integrated and effective system.

The basic points to be understood in a clear and easy to understand format:

- What is the service? What is it that our business does?
- Why is the service important? What problem does it solve? What pain point does it relieve?
- What benefits does our service offer? Does it save time, cut cost or reduce resources?
- What are the deliverables? What should the customer expect?

Marketing process :

- **Research our Marketplace & Understand Your Target Audience**
  "Research" means making an effort to quickly understand the basics of your marketing and your audience

- **Understand our Competitors**
  First, identify three or four of our main competitors and understand their strategy, then act accordingly on their low focus areas for our marketing**.** We should be one step ahead of our competition. Get creative, and think of ways we can continue to stay relevant. our creativity is what's going to let us weather through any storm.

- **Reaching to new potential/target customers based on the research outcome**.

First, identify three or four of our main competitors and understand their strategy, then act accordingly on their low focus areas for our marketing.

- **Picking up new business from existing clients**

  Focus on the existing customer and try to add new business from them. To give an incentive or we can even offer discounted rates on pre-orders and new business.

- **Build a Killer IT Marketing Website**

  Our website is the first impression for the potential customers will get of our company. Everyone should be able to enjoy our website. Make sure you adhere to accessibility standards.

- **Build a Solid Marketing automation**

  Marketing automation tools let us to eliminate wasteful, manual processes. They take care of things like:

  a. **Automated email sends**

  b. **Analytics and campaign tracking**

  c. **Social media management**

  d. **Lead scoring**

  e. **Segmentation**

The right marketing technologies allow you to gather data on everything you do.
This means you can actually measure the ROI of our website, content, and campaigns.

- **Create Content.**

  "Content is king." Business technology buyers want to arm themselves with knowledge to make the right decision. This is where B2B marketing content comes in. Create different types of content that answer our target buyers' questions. Then, using our website, multi-channel campaigns, and PR efforts to get our content in front of your target audience.

- **Build a Meaningful Social Media Presence**

  Social media can be a key element of our marketing strategy. But it needs to be done right

- **Take Advantage of Tech Industry Influencers**

  Just one mention of our company's name by a true influencer can be huge. It will expand brand awareness and likely drive leads and new clients. Their imprimatur matters – a ton. Influencers are especially powerful in information technology. In this space, buyers are keen to take the advice of experts to help them make the right purchasing decision.

- **Make a Big Splash with PR**

  Professional PR services to make a splash that will get us noticed as a leader in the IT industry. They'll be able to highlight what makes you different and special, then get the word out.

- **Get Ranked on Peer-to-Peer Review Sites**

  Peer-to-peer review sites are wildly influential in the IT industry. If we are in charge of marketing for an IT company, we can't ignore them.

- **Don't Forget About Your Existing Clients!**

  Whatever we do, we should not neglect existing clients while we are marketing our IT company. It's much easier to get previous clients to make a purchase from any new services we have to offer, compared to acquiring completely new ones. If we've been able to productize our service then this could be an opportunity to get our first few sales.

- **Integrate Emerging Technologies into Your Marketing Strategy**

  Build an **AI-driven chatbot** for our website to engage users instantly.
  Or think about **integrating VR or AR into your content** and let leads experience our company, rather than reading about it.

Who are Potential / Target Customers / Audience ?

- Those who want to start their own business or become an entrepreneur or small startups or need business related consultancy.

- College student in 2nd(later semester) - 3rd - 4th year where the student decides if he will go for entrepreneurship .

- Youtubers , self-workers , free-lancers and students pursuing business degrees are some of the potential target.

Giving an example , like the IndiGo company reduced its loss to 1k crore and revenue hits record 13k cr . The loss reduced by $2/3^{rd}$ mainly because of there marketing and customer targeting strategy where they occupy those domains where its subsequent competitors have failed or not particularly focused . Where SpiceJet with there reduced capacity and AI and Vistara focusing on long-haul international. Due to this IndiGo has firmly concentrated over short haul and over the other places of SpiceJet.

The important thing is to focus on all the market and other competitors and accordingly implement strategies.

But, at the end of the day, our business exists to help those in need. It's important to keep relationships going and to not make them transactional. A simple call to a previous client just to say hello can go a long way.

So it should be always "READYCODER – Hay na"