In the case of IT product advertisement, there are a few crucial channels of reaching end-users:

Articles on the blog

Guest and sponsored articles

Mailing (including newsletter)

Video channels (e.g. Youtube, Vimeo)

Social media and forums (e.g. Facebook Groups, Quora, Reddit)

It’s extremely unlikely that the IT product you’ve created, especially at its early stage, won’t need any advertising to gain popularity. But even if yes, users are the key to spread the information about it. Reaching new customers should give-us exponential growth.

During the pandemic, virtual events still serve as an effective promotion tool.

Host a Facebook Live session demoing the product and highlighting its features.

Run a live or recorded Q&A on the product itself.

**Call to action**

By now, business decision is highly impacted by business tools used.

Business intelligence is one of these important tools. As per as revolution 4.0 companies have to put in place unintuitive tools that allow decision maker to take the right decision at the right time reason why we do suggest our business solution to the insurance compagnies.

Our solution offers a dashboard that contains

Number of damaged vehicles by vehicle brand (Customize insurance packages for policyholders with cars depending on their brands.)

Number of claims by region (Customize insurance packages for policyholders traveling in disaster areas.)

Ratio of road accidents by percentage of liability (Profile the most affected drivers: making responsible claims with normal insurance contracts).

Number of claims by type of claim (Customize packages and invest more in life insurance.)

Number of road accidents by age (Customize insurance packages for policyholders of risky ages.)

Guaranteed and profitable !