

An introduction to content marketing for tech companies

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Concentrate





WE HELP NEW ZEALAND'S SMARTEST TECHNOLOGY FIRMS FIND AND GROW MARKETS FOR THEIR PRODUCTS.

From uncovering the most profitable market segments, to sharpening your value proposition through to implementing engaging, productive lead generation campaigns, we can help.



STRATEGIC MARKETING ADVICE



LEAD GENERATION



BENCHMARKING

Inbound vs Outbound Marketing

OUTBOUND

(Interruption)



Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric



INBOUND

(Permission)



SEO
Blogging
Attraction
Customer - Centric

Who is your target
market?

Audience & personas

- Ask questions to categorise your contacts into personas
- Ask questions to know more about the contact's situation
- E.g. "What is your biggest marketing challenge?" or "What is your current travel budget?"
- Develop 'negative personas'

The screenshot displays a CRM interface with a top navigation bar containing links for Dashboard, Contacts, Content, Social, Reports, and Productivity, along with a search bar. The main content area is titled 'Owner Ollie' and includes a sidebar with navigation options: 'All personas', 'Persona Lists' (with sub-items: All contacts: 256, Leads: 212, MQLs: 11, Customers: 17), 'Using personas', 'Add to forms', 'Assign with workflows', 'Import contacts and tag them with the specific Persona name', and 'Mastering personas'. The main content area features a profile card for 'Owner Ollie' with a photo and a description: 'I am a... Owner/founder of a NZ technology company'. Below the profile card are sections for 'Internal Notes', 'Demographics', and 'Story'. The 'Internal Notes' section contains a table with columns for Roles, Goals, and Challenges. The 'Demographics' section contains a table with columns for Age, Income, Education, and Location. The 'Story' section contains a text area with a story about Ollie's career and business.

Owner Ollie

+ Add persona | Print persona | Edit persona | Delete

← All personas

Persona Lists

- All contacts: 256
- Leads: 212
- MQLs: 11
- Customers: 17

Using personas

Add to forms

Make sure your persona question is asked in your forms.

Assign with workflows

Use lists and workflows to find and update existing contacts.

Import contacts and tag them with the specific Persona name.

Import contacts and tag them with the specific Persona name.

Mastering personas

Research checklist

Gather details from surveys, historical data, and sales insights.

Learn the basics from professors in the HubSpot Academy.

Learn the basics from professors in the HubSpot Academy.

Internal Notes

Roles	Owner, Founder, CEO, Director
Goals	Realise potential of invention, Increase sales, Fund through cash, Be respected in the industry
Challenges	Increasing sales, Raising capital, Finding good talent

Demographics

Age	40 years old plus
Income	\$100,000 per year plus
Education	Technically qualified, industry experience, growth focussed
Location	Urban located in New Zealand

Story

Story

Ollie is the CEO of his own tech company. After having worked within the IT industry for years, he saw the opportunity to start his own business with the help of friends, mentors and colleagues.

He now has a client base strong enough to be turning over a profit but wants to increase the sales even more. He feels that he can still do more with his invention and would like to realise its full potential.

Raising the capital required to grow the business and finding the right talent to assist him continues to be a challenge. He is always on the go with new ideas and opportunities and can be very hard to pin down.

LinkedIn plays a bit part of his life, networking and connecting with potential clients, distributors and colleagues through there. He also doesn't tend to read physical mail but will pay attention, through his phone, to emails.

He has a wife and two young children and if he isn't working, the whole family are outdoors.

The Buyer's Journey

The Buyer's Journey



Learners

(Awareness Stage)

ToFu: Top of the Funnel

MoFu: Middle of the
Funnel

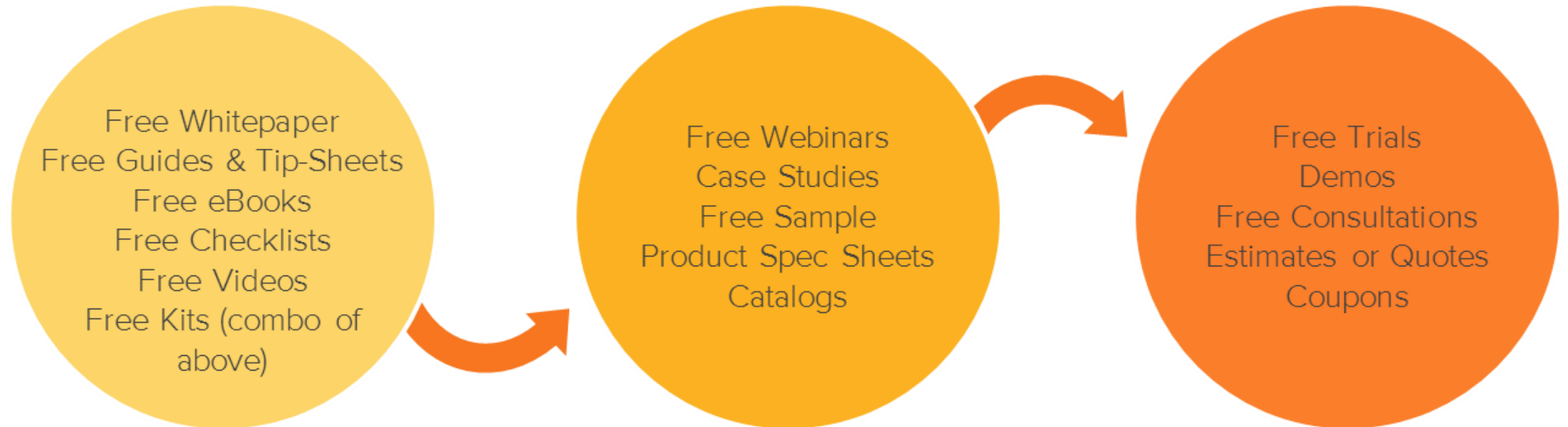
Shoppers
(Consideration Stage)



Buyers
(Decision Stage)

BoFu: Bottom of the
Funnel

Create compelling,
useful content



Anchor content

- Is high quality/premium and valuable to your target audience
- Aligns with your business and the products/services you offer
- Targeted to the RIGHT buyer persona at the RIGHT time



QUAL IT
DIGITAL READINESS STUDY 2016



WHITEPAPER

**AGILE PERFORMANCE
MANAGEMENT
- TEACHING
ELEPHANTS TO
DANCE?**



www.pivotsoftware.com

A CONCENTRATE EBOOK



HUNTING LIKE A PACK

How online lead generation can transform the efficiency of you selling your tech product



Free ROI Tool

Building a business case and calculating ROI for remuneration review software.



You know automating remuneration review processes would deliver value, but how do you prove it? Our white paper and Excel-based calculator will help you build a watertight case for investment.

Get free access to the eBook:

First Name

Last Name

Email*

Job title

Submit



PREPARED FOR ANY STORM

CLIENT	CHALLENGE	SOLUTION	OUTCOME
Meteorological Service of New Zealand (MetService).	Data Backup, Resilience and Business Continuity Planning.	Strategy review and Implementation of DRaaS & IaaS.	Scalable, low cost, on-demand data backup and recovery. Resilient business processes, ready for any natural event.

“

Spectrum has the ability and the confidence to challenge preconceived ideas you may have. They challenged ours and we went with their recommendations, which worked out beautifully.

”

Mark Huttley, CIO, MetService

THE WORLD'S COOLEST WEATHER COMPANY

Meteorological Service of New Zealand (MetService), and its international commercial subsidiary MetraWeather, are acknowledged as innovators in the provision of weather information services. As a world-class provider of weather information, forecasts and intelligence, MetService is committed to providing its services at all hours of the day, around the globe.

"An unrelenting approach to accuracy, quality and consistency underpins everything we do - lives and businesses depend on it," is how MetService describes its mission. Millions of people in New Zealand and around the globe depend on accurate weather reports from MetService.

Comprehensive, timely and accurate weather intelligence from the organisation also powers a number of local and international businesses in sectors like aviation, energy, farming and media. MetService's customers use this weather intelligence to keep roads safe, planes in the air and hydro power stations pumping.

Attract more leads

Utilise lead capture forms

- Know who is viewing your content
- Begin a conversation with them
- Reinforce the value of the content you are giving them

RIGHT FROM THE START

AuCom
MOTOR CONTROL SPECIALISTS


Industry 4.0: The implications for industrial motor control

Read about the implications of industry 4.0 for soft start and industrial motor control in this FREE white paper.

Download the white paper

Submit

Share this offer



Industry is back

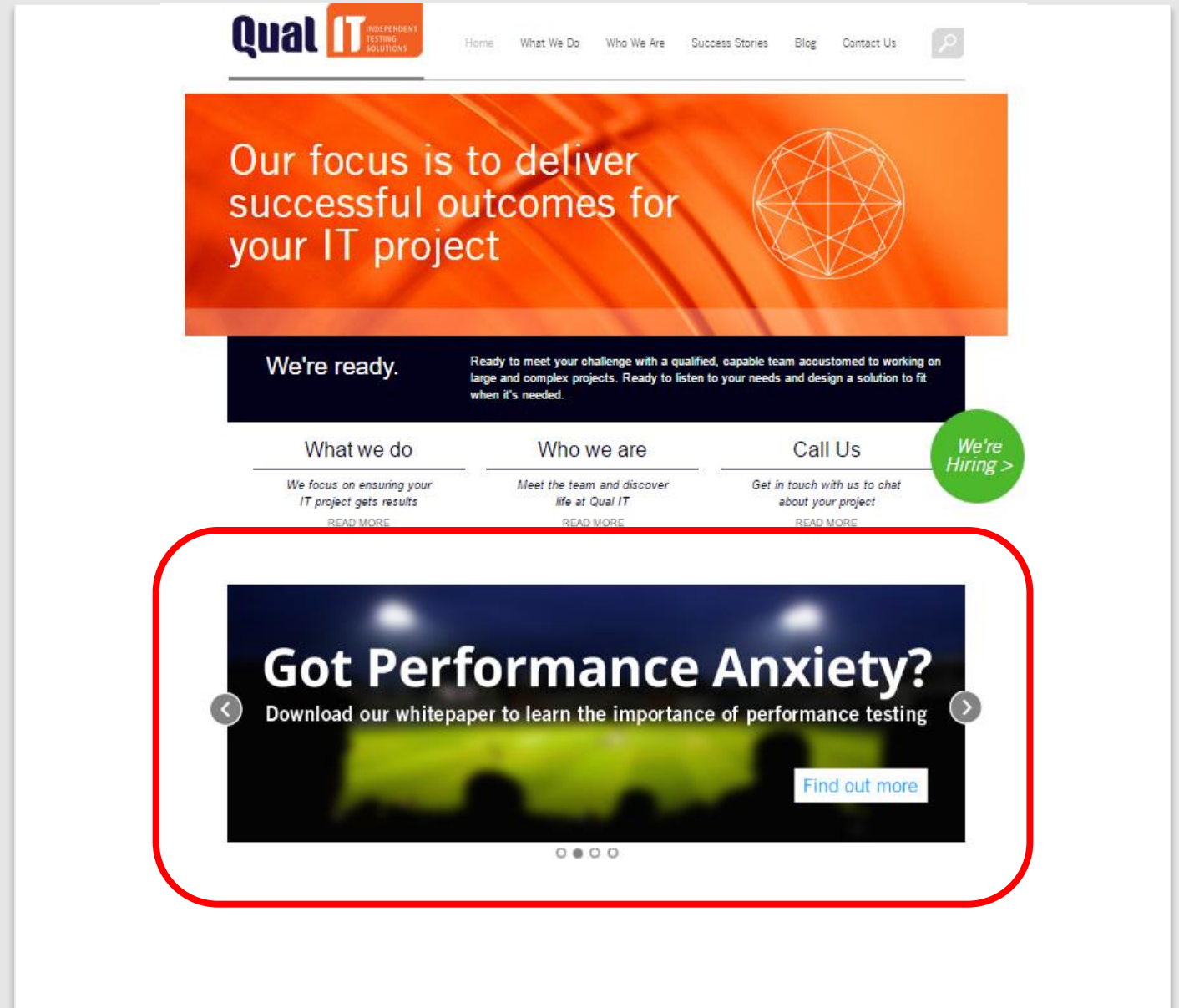
It's our time. The world of IT and computing has had all the business press in recent years, but industrial applications, from manufacturing to pumping, from mining to oil & gas, are starting to re-emerge as the exciting areas as technologies converge and new opportunities appear.

This new era for industrial systems has been called "Industry 4.0". What does this actually mean and what are the implications for industrial motor control?

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Your Website = Lead gen engine

- Call-to-action (CTA) buttons in relevant places on your website
- Homepage promotional banners
- Catch the people who are already interested in your company and what you do



Leverage social networks

- Reach untouched audience groups
- A completely free way to promote your content
- High quality leads from a captive audience

The screenshot displays a LinkedIn group page for 'Qual IT'. The top navigation bar includes 'Home', 'Profile', 'My Network', 'Learning', 'Jobs', and 'Interests'. Below this, the group's name 'Qual IT' is shown with a logo. A post from 'Qual IT @QualIT_NZ · Sep 24' is visible, asking 'How can you ensure business analysis contributes to I.T. project success?' and linking to a white paper. The group's description states: 'Canterbury Development Corporation is working strategically to accelerate growth and transform the economy in Christchurch, New Zealand.' The 'MEMBERS' section shows 648 members. A post by 'Greg Riach, General Manager - South Island' is also visible, asking 'How can Christchurch companies ensure business analysis contributes to IT project success?' and linking to a white paper. The bottom of the page shows a post by 'James Ormsby, National Business Development Manager - Qual IT Solutions', asking 'How can you ensure business analysis contributes to I.T. project success?' and linking to a white paper. The page includes a search bar, a 'Start a conversation with your group' button, and a 'Conversations' tab.

Qual IT @QualIT_NZ · Sep 24

How can you ensure business analysis contributes to I.T. project success? [#itsuccess hubs.ly/H04s7w50](#)

Qual IT

ABOUT THIS GROUP

Canterbury Development Corporation is working strategically to accelerate growth and transform the economy in Christchurch, New Zealand.

MEMBERS 648 members

Start a conversation with your group

Enter a conversation title...

Conversations Jobs

Greg Riach
General Manager - South Island

How can Christchurch companies ensure business analysis contributes to IT project success?

It is the crucial gap between "working as intended", and delivering something that makes a difference to a business, that Business Analysts (BAs) traditionally strive to narrow. Download the white paper to learn more about the role of BAs in modern businesses.
[http://hubs.ly/H04s7TD0](#)

Qual IT Creating more BA superheroes
What New Zealand IT leaders think about the risks and opportunities of digital in their business.

James Ormsby
National Business Development Manager - Qual IT Solutions

How can you ensure business analysis contributes to I.T. project success? Download our latest white paper to understand the role and benefits of Business Analysts within modern businesses.

Qual IT Creating more BA superheroes
[hubs.ly](#) • What New Zealand IT leaders think about the risks and opportunities of digital in their business.

Like • Comment • Share • 7

Engage with emails

- Leverage the databases you have already built
- Make the emails personal for better engagement
- Access partner organisations and networks. eg Project Management Institute for IT Testing, NZICA for accounting software vendor

The screenshot displays the HubSpot CRM interface for a contact named 'Owner Ollie'. The top navigation bar includes links for Dashboard, Contacts, Content, Social, Reports, and Productivity, along with a search bar. The left sidebar shows a 'Persona Lists' section with counts for All contacts (256), Leads (212), MQLs (11), and Customers (17). Below this are sections for 'Using personas', 'Add to forms', 'Assign with workflows', 'Import contacts and tag them with the specific Persona name', and 'Mastering personas'. The main content area features a profile card for 'Owner Ollie' with a photo and a description: 'I am a... Owner/founder of a NZ technology company'. Below the profile card are three sections: 'Internal Notes', 'Demographics', and 'Story'. The 'Internal Notes' section contains a table with roles, goals, and challenges. The 'Demographics' section contains a table with age, income, education, and location. The 'Story' section contains a paragraph about Ollie's background and current business goals.

Owner Ollie

+ Add persona | Print persona | Edit persona | Delete

All personas

Persona Lists

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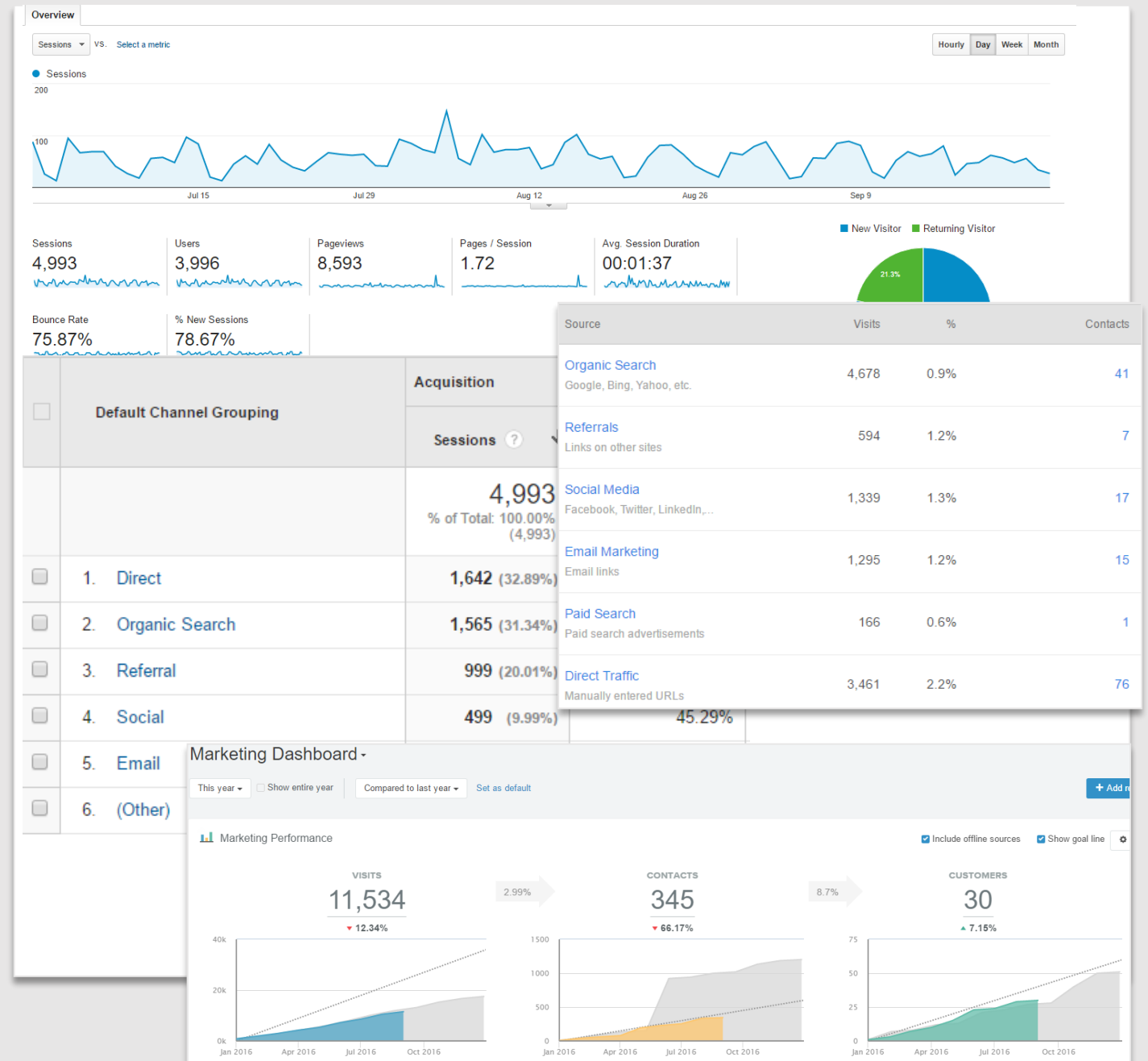
Story

Story	<p>Ollie is the CEO of his own tech company. After having worked within the IT industry for years, he saw the opportunity to start his own business with the help of friends, mentors and colleagues.</p> <p>He now has a client base strong enough to be turning over a profit but wants to increase the sales even more. He feels that he can still do more with his invention and would like to realise its full potential.</p> <p>Raising the capital required to grow the business and finding the right talent to assist him continues to be a challenge. He is always on the go with new ideas and opportunities and can be very hard to pin down.</p> <p>LinkedIn plays a bit part of his life, networking and connecting with potential clients, distributors and colleagues through there. He also doesn't tend to read physical mail but will pay attention, through his phone, to emails.</p> <p>He has a wife and two young children and if he isn't working, the whole family are outdoors.</p>
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Measuring and proving success with content marketing

Tracking traffic

- How many people are visiting your website each month
- Where are they coming from eg. social media, Google searches, direct visits etc.
- Where is the world your audience is based
- What pages are they visiting the most



Converted leads

- Who has engaged with your content
- How many people have downloaded it vs. the quality of those that have - are they good leads?
- Opportunity to re-engage to push further down the sales funnel



Bringing Knives to a Gunfight?

Improving the sales efficiency of New Zealand Technology companies.

New Zealand's technology landscape is a remarkable picture of innovation and entrepreneurial courage, producing world leading technology solutions across a range of industries and applications. To maximise this we need to arm ourselves more effectively in the digital battle for leads, where we lag best practice.



The latest edition of the annual national study that benchmarks the sales and marketing activity of New Zealand's technology companies and contains important insights about our passive

Download report

First Name Last Name

Email*

City*

Job Title*

- Please Select -

Market Measures 2015 Report downloaders

507 contacts

Show more info v

Contact has filled out [MMeasures Report download 2015](#)

and...






or...

Search contacts in lists...

<input type="checkbox"/>	Name	Email	Lifecycle Stage	Company Name	Recent Con
<input type="checkbox"/>	N...		Lead		Market Me
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Conversion ratios

- What percentage of your visitors are converting?
- What adjustments can you make to increase the ratios?
- High ratios show that your audience is right, your message is right, and your content is seen as valuable

Source	Visits	%	Contacts
 Organic Search Google, Bing, Yahoo, ...	25,363	0.7%	182
 Referrals Links on other sites	3,260	1.9%	62
 Social Media Facebook, Twitter, Lin...	1,534	5.5%	84
 Email Marketing Email links	1,562	2.0%	31
 Paid Search Paid search advertise...	14,361	0.9%	134



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