



Marketing Strategy

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Goals

- Establish WebEnable as Sales Channel Automation leader
- Create and maintain awareness of WebEnable's products
- Create and maintain a positive company image within target vertical market
- Attract and pre-qualify potential customers.

Strategy

During the "early adopter" and "crossing the chasm" phases of our corporate growth we must stay tightly focused on a few carefully targeted vertical markets. We must come to dominate the sales channel automation sales within these markets. Thus we must stay tightly focused on marketing specifically to these vertical markets, straying only to build supporting credibility in these markets.

Since we are delivering Enterprise Software with a high value at an appropriately high cost, strong marketing is required to maintain reasonable sales cycle. Ralph Grabowski asserts that it takes 1 "touch" per \$10,000 in price to sell a product – where a "touch" is defined to be any marketing presence noticed by the customer (e.g. advertisement, brochure, tradeshow booth, telemarketing call, direct mail message, sales visit, etc.) With an average sale of \$300,000, WebEnable may require up to 30 "touches" to close a sale. Clearly we cannot expect our sales managers or our indirect sales partners to visit a customer 30 times to close a sale. And, sending the same brochure 29 times is certain to create a negative impression of WebEnable. Our marketing strategy must be designed to provide most of the "touches" required, in as varied a manner possible, targeting the type of prospect, with mechanisms for qualifying positive feedback.

Objectives

- Create and maintain a strong business presence at vertical market events.
- Create and maintain a strong technical presence at Internet events.
- Create a bi-weekly drum beat of positive news
- Create and maintain a strong web marketing presence
- Deliver collateral that targets the type of market and the type of customer
- Integrate positive feedback mechanisms to allow qualification of prospects

Tactics

At all times we must remember that the primary goal of our marketing is to attract and pre-qualify prospective customers while leading them down the funnel to the close of a sale. The following integrated marketing plan will do so with the best ROI:

- Press Announcements drive bi-monthly drumbeat
- Web ads target vertical market web sites -> click-through leads
- Articles target vertical market publications -> bingo card & subscriber list leads
- White-papers target vertical market industry conferences -> attendee list leads
- Booths in targeted vertical market trade shows -> card swipe & attendee list leads
- Direct mail and telemarketing target vertical market leading-edge prospects
- Quarterly "road-show" seminars target geographic prospects
- Industry-specific Research Projects

"If you want to master the market, you have to market to the desktop"

Brand Identification

The Company has designed its logo with an integral brand-mark for use on both WebEnable proprietary products and OEM products. WebEnable is already in OEM discussions with two product vendors and one service vendor. Each OEM deal will include the placement of the WebEnable "WE" brand-mark on the resulting WebEnable-based third-party products. This cross-branding will help create and maintain a broad positive image of WebEnable's technologies and solutions.

Web Presence

"There is no more efficient, cost-effective or easier path to the desktop than the Web... Anybody can use a browser"

WebEnable plans to make the Internet and other on-line services play a significant role in the support and distribution of its products. This will also be an inexpensive way to advertise and a natural force in attracting its prospects and customer base. The current web site is being significantly upgraded to deploy up-to-date marketing collateral and provide access to product demos.

In addition, we are working with all WebEnable technology and marketing partners to ensure that a hyperlink to our web site is included in each of their sites (and vice versa). This is an important aspect of our efforts to create and maintain a positive corporate image.

Press Releases

Press releases are an inexpensive and, once widely published, effective mechanism for building brand recognition. They often form the first impression that a prospective customer gets of the company. Press releases in the numerous trade journals can also act as certification in WebEnable's collateral kit. Both customers and industry leaders will be sought out to publicly support WebEnable's innovative products as they are released. High profile "Marquee Accounts" will be strategically targeted and will be incorporated in marketing materials. Our objective is to maintain a bi-monthly drum-beat of positive press. [See WebEnable Press Plan.]

Advertising

Advertising, while an important component in delivering "touches" to prospective customers, is expected to have a moderately low ROI for WebEnable over the next two years. Thus, our investments in advertising will be relatively modest and will be very tightly focused on vertical market-specific hard-copy publications and web sites. We see no need at this time for television or radio advertising. [See WebEnable Advertising Plan.]

Trade Journal Articles, White Papers and Conference Presentations

Articles, papers and conference presentations provide marketing collateral with a high degree of "certification" implied by its acceptance by the trade journal or conference. In addition, white papers and analysis reports produced by recognized analytic research consulting firms (e.g. Aberdeen) often carry great weight with potential customers. We contract with technical and business writers (including potentially Aberdeen) to write articles, white papers and presentations for publishing either under the author's byline or as anonymous WebEnable collateral.

Industry Events

WebEnable will host booths in targeted industry and vertical market tradeshows, conferences, seminars and association meetings. In recognition of our early tight focus on sales to specific vertical markets, we will place more emphasis on participation in vertical market-specific events than in general computing events. The following priorities will guide decisions on the events in which we invest:

- Distribution & Supply Chain Solution Events (e.g. Distribution Computing)
- Vertical-Market Industry Events (e.g. NCMS Annual Meeting)
- Internet & Java Events (e.g. JavaOne, Internet World)
- General Computing Events (e.g. CeBIT)

We will arrange with event promoters to distribute free or discounted passes to these events to prospective customers to improve our potential access to these prospects. In addition, when appropriate, we will host hospitality events or suites for pre-qualified prospects and existing customers. These will include opportunities for WebEnable senior management to meet with prospects and customers to build stronger corporate relationships.

[See WebEnable Events Plan.]

Direct Mail and Telemarketing

Initially, a limited telesales staff of technically proficient sales persons will focus on enterprise accounts by vertical market sectors. Our telemarketing must be prepared to serve the sophisticated needs of prospective customers' marketing, IS and management staff.

WebEnable has contracted with Simply Direct, a Cambridge, MA based firm specializing in highly targeted Direct Mail and Telemarketing campaigns to manage its initial Direct Mail and Telemarketing programs.

WebEnable, in cooperation with Simply Direct, has already initiated its first Direct Mail and Telemarketing programs, highly targeted to well qualified prospective customers in the Electronics/Electrical Components and Pharmaceutical industries in the Northeast.

WebEnable Road-shows

WebEnable will host a corporate "road-show" seminars twice a year to bring product and solution information directly to pre-qualified prospects in specific geographic areas. These events will be targeted to hot prospects who have already positively responded to industry events, direct-mail and/or telemarketing programs.

[See WebEnable Events Plan.]

Industry Research Projects

WebEnable is actively participating in trade association-sponsored research projects that target meeting the future needs of specific industries. The InfoTest EPR project not only helped define the requirements of WebEnables SCA V1.0, but also provided intimate access to Caterpillar and TI decision-makers. We are now participating in NCMS TEWE project which is being driven by GM, Ford, Boeing, Kodak and their suppliers. This project may be partially funded by federal research grants. In addition to improving the features in our products to meet automotive and aerospace needs, we also get access to a clean funding source for purchasing our products.