

My Journey with Marketing's Forgotten "P"



@jeannehopkins

continuum[®]

Product

Price

Place

Promotion

Why me?




Patrick asked.



Of course!



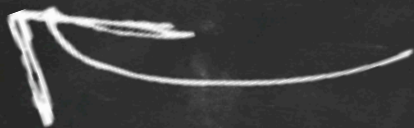


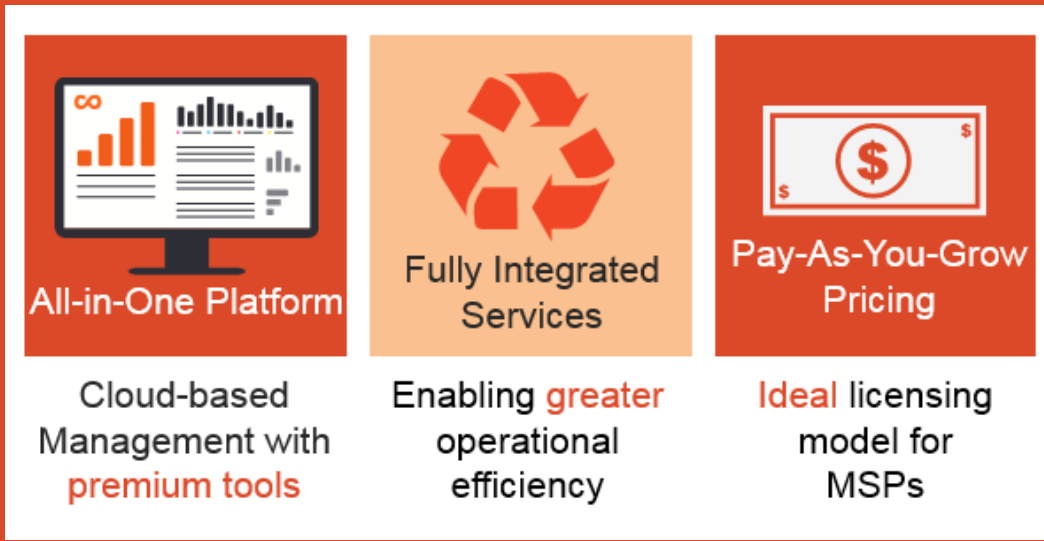
Once upon a time...



JEANNE HOPKINS

@JEANNEHOPKINS





With 1100+ employees in Boston, Houston, Pittsburgh, and Mumbai, Continuum is a channel-only, services-enabled technology platform leveraged by **3500 partners** to efficiently monitor and maintain 750,000+ desktops, servers and other endpoints for 50K small- and medium-sized businesses.

MSP Pricing

- ⦿ Break-fix – lacks scale
- ⦿ Monitoring-only – low margin
- ⦿ Tiered – “small” clients lose
- ⦿ A la Carte – complicated customization
- ⦿ Per Device – more devices per user
- ⦿ Per User – requires IT-friendly client
- ⦿ Value-based – flat fee for “all-in”



*“But, like most CEOs,
I live in a world of
discontent and would
like things to move faster.”*

Michael George, my boss

Price or
market share?



EASY





(It's not as easy as it looks.)



BEFORE:



Scratching the surface

after:

BEFORE:



Scratching the surface



Focusing on
REAL VALUE.

To Do:
~~xxxxxxxxxxxx~~

1. _____

2. _____

3. _____





Data Discovery

Interviews





Value Profiles



Long-term



React











GOOD

BAD



will try harder in class I will try harder in class
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☒ NOW


☐ LATER

A green rectangular street sign with white lettering is mounted on a silver metal bracket. The sign is tilted upwards and to the right. The background is a clear, bright blue sky. The text on the sign is 'EASY ST' in a bold, sans-serif font. The word 'EASY' is significantly larger than 'ST'.

EASY ST







A business
without a path
to **profit** isn't a
business, it's
a hobby.

Jason Fried

Founder & CEO of Basecamp (37signals)



Thomson
Express