



Your technology marketing health check.

The health of your company is directly related to how much you know about your market. Use this checklist to check your marketing vitals.

<i>Do you know?</i>	Yes	No
1 The customer need (i.e. the main contribution you make to their business) that you fulfil.	<input type="checkbox"/>	<input type="checkbox"/>
2 How your prospects currently meet that need.	<input type="checkbox"/>	<input type="checkbox"/>
3 The benefit to the customer when that need has been met.	<input type="checkbox"/>	<input type="checkbox"/>
4 The uniqueness of your offering to your customers.	<input type="checkbox"/>	<input type="checkbox"/>
5 The evidence they require for your solution to be credible.	<input type="checkbox"/>	<input type="checkbox"/>
6 The market that needs you the most, where your product should be in the most demand.	<input type="checkbox"/>	<input type="checkbox"/>
7 The attachment and loyalty of prospects to their current solution.	<input type="checkbox"/>	<input type="checkbox"/>
8 The key characteristics of your target market (how big is it, its structure, current trends, etc).	<input type="checkbox"/>	<input type="checkbox"/>
9 The value chain i.e. the string of companies working together to provide the final solution to the end customer, and the value each one provides.	<input type="checkbox"/>	<input type="checkbox"/>
10 The buying process - length, decision-makers, influencers.	<input type="checkbox"/>	<input type="checkbox"/>
11 Number of the potential customers in your market.	<input type="checkbox"/>	<input type="checkbox"/>
12 Their size, location and key contacts.	<input type="checkbox"/>	<input type="checkbox"/>
13 The main business issues and challenges that your customers face.	<input type="checkbox"/>	<input type="checkbox"/>
14 The emotional drivers (fear, success, happiness etc) for the people involved.	<input type="checkbox"/>	<input type="checkbox"/>
15 The effort required to access your target market.	<input type="checkbox"/>	<input type="checkbox"/>
16 What your target market currently thinks of you.	<input type="checkbox"/>	<input type="checkbox"/>
17 Level of awareness of your brand in the market.	<input type="checkbox"/>	<input type="checkbox"/>
18 The competitiveness of your current market offering.	<input type="checkbox"/>	<input type="checkbox"/>
19 The current suppliers, influencers and educators in the market.	<input type="checkbox"/>	<input type="checkbox"/>
20 Their size, location and key contacts.	<input type="checkbox"/>	<input type="checkbox"/>
21 Have you tested the credibility, relevance, attractiveness and believability of your story with customers?	<input type="checkbox"/>	<input type="checkbox"/>
22 The value they should see in your solution.	<input type="checkbox"/>	<input type="checkbox"/>
23 The cost required of them in order to change (financial, operational, and emotional).	<input type="checkbox"/>	<input type="checkbox"/>
24 How potential customers find out about new offerings.	<input type="checkbox"/>	<input type="checkbox"/>
25 The communication channels they use - tradeshows, media, networks etc.	<input type="checkbox"/>	<input type="checkbox"/>

How healthy are you feeling?



CONCENTRATE LIMITED

Delivering market clarity for technology-based companies

Each and every day you make marketing decisions, from the insignificant to the momentous. How can we tackle this new market? Should we attend that trade show in March? Which distribution channel will suit this product? What is the best way to launch this new service?

Making the right marketing decisions can be tough, and expensive if you get them wrong. There can be a lot of factors to consider with no clear way to decide. You can be forced to make decisions on gut feel in a way you never would with an engineering or technical issue.

Concentrate has the tools and experience to help you gain clarity around your marketing. This clarity that helps you make the decisions that will realise the market potential of your product or service.

Practical Insights

Concentrate gathers data from your market, quantifiable and qualitative, and applies these to your problem. Using our analytical model we can give you practical, actionable insights into your marketing problems.

What else have we done

Concentrate has been fortunate enough to work with some of New Zealand's smartest technology companies and organisations including, Airways, AuCom, Canterbury District Health Board, Eaton, Enztec, Jade Software, Otago University, Canterbury University, Martin Aircraft Company, PayGlobal, SLI Systems, Skope Industries, Wellnomics, WhisperGen and Yike Bike.

The company was listed as a finalist in the 2006 Champion Canterbury Awards.

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