

DIGITAL
MARKETING



Marketing Intled

Chao Zhang

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Taking Technology to the Market Ian Linton,2016-04-01 With intensifying competitive activity and continuing budget constraints technology marketing teams are under pressure to be more accountable and deliver measurable results that demonstrate an effective return on investment To add to the complexity the market for technology products and services is global with continuing growth in both developed and developing territories Taking Technology to the Market provides a practical guide to the critical success factors in marketing technology It uses a project based approach providing comprehensive guidelines for key strategic and tactical marketing programmes The book will help you improve your chances of developing a winning marketing programme by providing essential steps to success and insight into best practice Individual chapters provide self contained guides to planning specific marketing tasks The range of tasks covers the most common challenges facing marketing teams in technology companies The book will help you understand the key success factors for overcoming a range of marketing challenges and give you the tools to put specific programmes into action quickly and effectively The technology sector is a global business characterised by short product cycles rapid change longer term customer relationships complex decision making processes high levels of collaboration and partnership with customers and the supply chain diverse channels to market and an emphasis on the value of information These factors make the marketing of technology products and services a distinct discipline within the overall marketing spectrum to which Taking Technology to the Market is the definitive guide

Using Installed Base Selling to Maximize Revenue Remi Gicquel,Paul-André Lambert,2019-08-30 There is no such thing as an easy sale However selling to an existing customer whether by refreshing an old product or introducing a new and different product is often easier faster and returns higher margins Centering your organization's sales strategy on your installed base is a smart and proven way to achieve long lasting profitable growth Using Installed Base Selling to Maximize Revenue reveals a step by step integrated approach you can begin using today Authors Remi Gicquel and Paul André Lambert show how you can apply this robust and reliable end to end solution by illustrating concepts through real world case studies from Spotify Hewlett Packard Enterprise Nestl and more Full of wisdom fit for the digital era this book presents the results of the authors experience and research into current installed base selling processes identifying from an objective point of view what works and what does not This book explains fundamental concepts such as the profitable growth paradox the installed base profit wedge operational methodologies for managing your installed base selling transformation and much more Innovative companies protect and nurture their most valuable asset their customers and the data that defines them They put installed base selling at the heart of their sales strategy Now it's your turn What You Will Learn How to maximize the return from installed base customers Fundamental concepts such as the profitable growth paradox the installed base profit wedge and turnkey operational sales methodologies to best maneuver your sales teams Keys to changing patterns to become a company that can enjoy higher profitable revenues for years Who This Book Is For General

Managers Sales and Marketing Leaders who are eager to transform their business to secure long lasting profits and for leaders looking for a pragmatic approach to transform their sales force to harvest the potential of their existing customers

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