



CREATING AND EXECUTING GO-TO-MARKET STRATEGY TO ACCELERATE SALES, OPEN NEW MARKETS, AND ELEVATE CUSTOMER EXPERIENCES FOR EARLY-STAGE TECHNOLOGY COMPANIES

We are a professional services firm led by founder and chief consultant Michael Jones.

In today's competitive and media-saturated world, we believe the customer experience ultimately serves as market differentiator and brand value proposition. Crafting and managing company communications to elevate the customer experience is critical for businesses looking to grow revenues, enter new markets, and cultivate loyal customers.

Why Jones Communications? We have over twenty years of experience building the messaging and marketing for technology, and we are focused upon making the customer experience the competitive differentiator for our clients. We produce and deliver the holistic marketing strategy, business development support, brand communications, content marketing, performance marketing, product marketing, and the customer experience management (CXM) necessary to accelerate sales, open new markets, and elevate customer experiences.

CREATING & EXECUTING GTM STRATEGY

Jones Communications' go-to-market (GTM) strategy is to unite brand and corporate communications, content marketing, and CXM to speed sales cycles, enter new geographic or vertical markets, and improve customer loyalty and satisfaction. For example:

- **Brand & Corporate Communications:** aligning all aspects of brand engagement across employees and investors, prospects and customers, channels and partners, target markets and the general public to maximize brand impact, credibility, differentiation, loyalty, and market development
- **Content Marketing:** creating, publishing, and promoting brand narratives via articles, blogs, case studies, infographics, press releases, product stories, success metrics, use cases, web pages, webinars, white papers, and other deliverables to build awareness, interest, and credibility with target audiences
- **CXM:** Gartner defines customer experience management as "the practice of designing and reacting to customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and advocacy" . . . closing the gap between the intended customer experience and the actual customer experience, with a goal of measurably improving customer acquisition, retention, loyalty, and lifetime value

ACCELERATE SALES

Marketing's value is often measured by the success of the Sales organization—specifically in enabling sales teams to close more deals, faster deals, and bigger deals. But how?

- **More deals** require more leads—greater awareness, interest, and credibility for promoted solutions. Jones Communications delivers performance marketing (across direct and/or channel sales) to expand awareness, raise interest, and build credibility early in prospects' buying cycles.
- **Faster deals** require quickly building confidence in the prospect that the solution they are evaluating is the best/right one for them. Such confidence advances the selection and commitment process. Jones Communications produces content marketing that educates prospects, surfaces unique value propositions/differentiation, and aligns value to the prospects' buying cycles to build confidence in committing to a brand . . . and so speed the commitment process.
- **Bigger deals** again require education and trust such that customers give more wallet-share to a specific solution. Jones Communications delivers product marketing and customer experience management that facilitates greater cross-sale and up-sale opportunities, professional service additions, and other options that can expand deals through greater trust in the solution set.

OPEN NEW MARKETS

Business development support, brand communications, and content marketing all help to expand awareness, generate interest, and build credibility in new markets. Jones Communications takes emerging technologies into new geographic and/or vertical markets by seeding their brand for new sales opportunities:

- Clearly defining new audiences
- Analyzing competitive and market factors
- Partnering with existing channels within new markets
- Tailoring messaging and deliverables to those new markets
- Executing outreach via advertising, conferences/events, email/direct mail, PR, social media, etc.

ELEVATE CUSTOMER EXPERIENCES

Managing the customer experience is an unending but ultimately rewarding endeavor for any business. Consolidating leadership to purposefully shape company culture, re-align departments, and manage for continual improvement requires active sponsorship from the highest levels.

Having committed to such a customer-focused strategy, however, companies can define programs and tactics to objectively measure and improve:

- Customer Acquisition—for greater revenues
- Customer Retention & Advocacy—for greater loyalty
- Customer Lifetime Value—for greater profitability

Jones Communications can help create strategy and programs, and then manage such efforts to elevate the customer experience and make it a clear market differentiator for technology companies.

EARLY-STAGE TECHNOLOGY COMPANIES

By early-stage, we mean those emerging technology firms focused upon aggressively growing their business: Striving to build awareness, generate interest, convey credibility, and so increase sales revenues and enter new markets. Such clients will likely have completed their seed rounds, and perhaps be raising or finishing Series A funding.

To learn more and discuss how Jones Communications can help your company accelerate sales, open new markets, and elevate customer experiences, please contact us at hello@jones-communications.com today.

