

Technology Marketing Strategy Package.

**Are you ready
to evolve your
marketing and
commercial
strategies?**

The package.



Unique market
differentiation



Leading marketing
strategy



Go-to-market
support

Get one strategic direction for your company.

Our technology marketing strategy package gives you a strategic purpose for all your brand, sales and commercial activity.

There are many reasons you may be considering a strategy evolution, from preparing to scale, sell or raise funding, to a new product launch, or a company-wide strategic repositioning.

Whatever your objective, we will work with you to build a scalable marketing strategy and a sustainable implementation plan that lasts long-term.

“Short-term strategies can only bring strong and sustainable growth if paired with long-term brand-building activities...”

What you'll get.

A complete brand and marketing strategy.

- ✓ 360° market & competitor analysis
- ✓ Differentiated market offering
- ✓ Defined value proposition
- ✓ Unique positioning methodology
- ✓ Target audience personas
- ✓ Brand architecture
- ✓ Brand messaging suite
- ✓ Sharable brand handbook

Go-to-market delivery.

- ✓ Market segmentation & prospect data
- ✓ Buyer roles & messaging
- ✓ Integrated keyword strategy
- ✓ Thought leadership delivery strategy
- ✓ Channel strategy
- ✓ Audience acquisition strategy
- ✓ Product positioning & messaging



How you'll benefit.

- Defined value messaging
- Brand consistency
- Authentic marketing
- Strategic alignment
- Infrastructure for scale
- Achievable goals
- Accelerated business growth
- Sustainable evolution

Why EV.

It's not easy to take a step back and honestly evaluate your own company.

With an objective perspective, and an expert technology marketing eye, we can clearly identify what differentiates you from your competition. And as an agency that works as closely with you as your own team, you won't lose that personal insight that is fundamental to creating an authentic strategy.

Together, we will distil your strategy and evolve your brand.

- ✓ Decades of strategic marketing expertise
- ✓ Worked with global scale-ups
- ✓ Breadth of tech industry knowledge
- ✓ External strategic perspective

Guided by in-depth research, our methodical approach to strategy creation digs deep into the heart of your company.

We don't just scratch the surface. To build something equally authentic and powerful, that will truly stand out in the market, we take the time to unpick your strengths, weaknesses, and unique selling points, working closely with your stakeholders to do so.

This gives us the tools to create a strategy that will thrive, grow, and get the results you want.



Strategy in action.

We've worked with technology companies in a huge range of industries, looking to sell, raise, scale, or transform. Our marketing strategies have led to successful M&As, IPOs, product and market launches, and many other commercial goals.

AT Internet's Successful Exit.

THE CHALLENGE

AT Internet were losing out on opportunities to more reputed competitors due to an ill-defined brand strategy.

THE SOLUTION

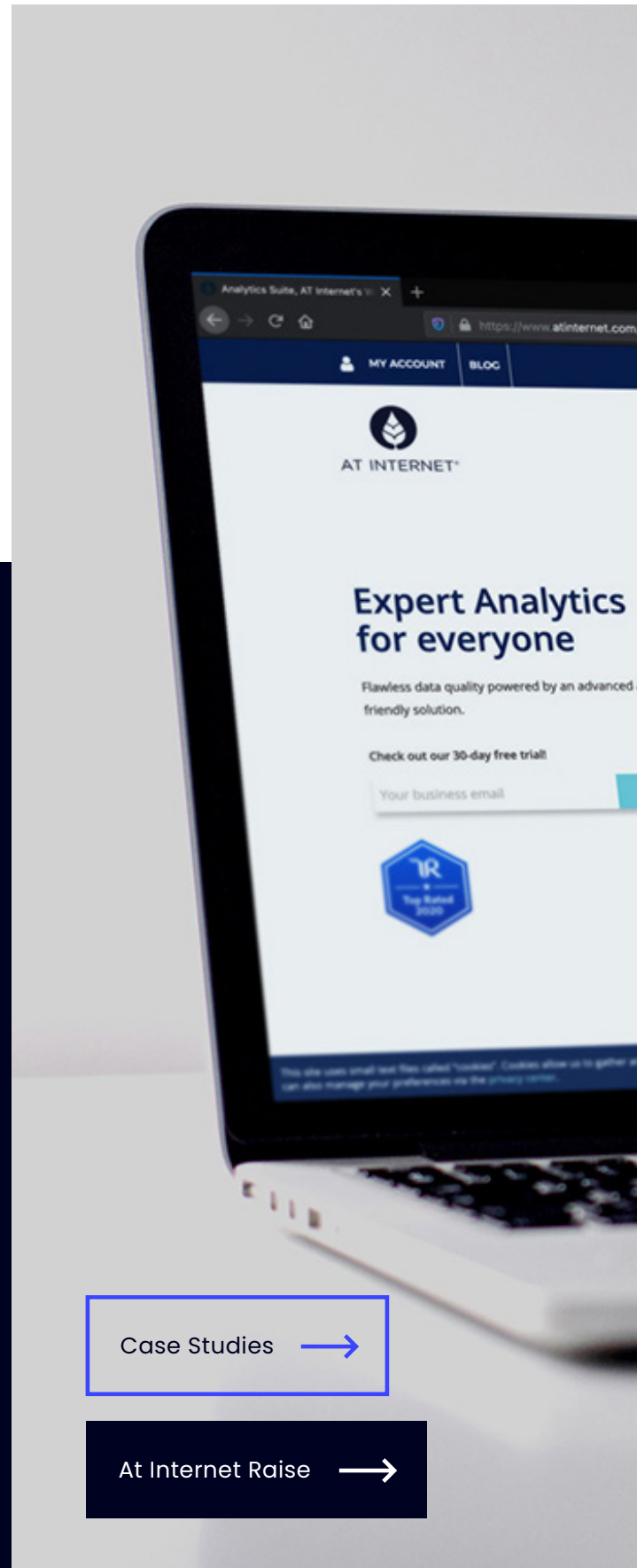
An integrated commercial and marketing strategy and route to market, based on a new value proposition, that would compete with larger players.

THE RESULTS

*Acquired by Piano.io

*Raised \$88 million

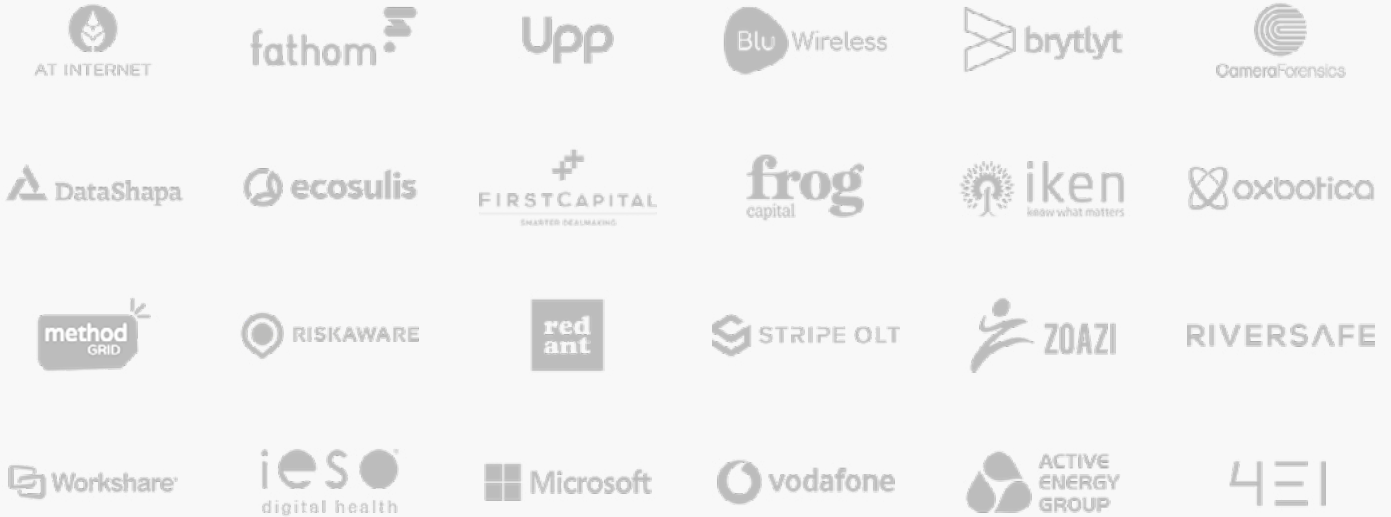
*Working with BBC and Wall Street Journal



Case Studies →

At Internet Raise →

We've worked with a collective of inspiring innovators to empower sustainable growth, action and ethos.



AT INTERNET

"Their work gave us a direct strategy to enter the market, approach larger clients and effectively accelerate our market growth to the point of a very successful exit."

Laurent de Bar - Coporate Marketing Director



"The team's strategic perspective is industry-leading and the strength of their portfolio work gave us real confidence in their ability to deliver."

Kevin Allington - COO

Let's start building your new strategy.

Get in touch