

Rapid Market Prototyping  
For  
Market Positioning and Messaging Development

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# Marketing Challenges

- Market trends and history are not timely predictors of specific emerging market opportunities
- Getting real market feedback has historically required companies to commit to building a product - leaving companies with “build it and they will come” business risk
- The advantages of start ups versus market incumbents are undermined by the resource drain of finding under served markets and unmet needs, and how to effectively position and message to prospective customers to get them to change or adapt new ways of doing things.
- Typical market messaging of being all things to all potential customers is unfocused

**Rapid Market Prototyping™ addresses these problems**

# Benefits of Rapid Market Prototyping™

- Highly valid market information
  - Real market feedback from potential customers
  - Current market data
- Full sales cycle market testing
  - Market positioning and messaging
  - Lead generation
  - Sales conversion
- Minimizes “field of dreams” risk
  - Demonstrates real market demand, and identifies cost of generating sales prior to commitment to investment of resources to build a product or service
- Significantly more cost effective than traditional market research, testing and development services.

# Rapid Market Prototyping™

- **Integrated package of five Edify Group offerings**
  - Market Quadrant™
  - Provocative Dialogue™
  - FocusedSite™
  - Search engine marketing and optimization
  - Edify Group marketing consulting services
- **Market Quadrant™** : Use of current Internet search data and web mining to identify under served markets and market opportunities.
- **ProvocativeDialogue™**: Use of Internet forums to test positioning, messaging and to generate web site traffic.
- **FocusedSite™**: Use of a search engine optimized standalone web site(s) and feedback from web site visitors to test market new products and services and to optimize the positioning and messaging of an existing products or services.
- **Search engine marketing and optimization**: Make your FocusedSite™ search and other web site presence the most market effective and efficient at capturing traffic.
- **Marketing consulting**: Rapid iteration of web site content and navigation based on analysis of feedback to optimize positioning and messaging to convert traffic into leads and/or sales.

Iteration

# MarketQuadrant™ Market Analysis

- Cost effective custom Internet market analysis
- Provides
  - Specific volumes of monthly Internet search volume relevant to your market by search type
    - Competitor or vendor specified in search
    - Feature and/or service attribute specified in search
    - Market application specified in search
    - Geography specified in search
  - Market emphasis of competitor web sites
    - Search engine position
    - Market focus
  - Marketing opportunities and costs
- Includes
  - Two analysis iterations
  - Two hours of consulting

# ProvocativeDialogue™ Market Discovery and Testing

- Use online forums and e-mail lists of special interest to validate market needs, differentiators, messaging, and positioning.
- Provides market insight
  - How much does the market care about the problems/needs your solution addresses
  - What are the catalyzing events which cause a company to become a prospective customer
  - What are the alternatives and/or competitors, if any, that the market associates with what your service/products provides.
  - Which market messaging and positioning do customers prefer.
- Creates market interest
  - Presentation and discussion of the pros and cons and opportunities for benefits from various propositions and market approaches, instigates research and dialogue by forum/list members.
  - Exposing forum/lists to multiple alternatives creates a perception of credibility essential to generating market interest in new propositions.

# FocusedSite™ Targeted Web Sites

- Standalone web sites emphasizing a specific application and/or benefit with matching search engine optimization and marketing to ensure maximum conversion of visits to leads and sales.
- Provides low cost per visit traffic and high visit to sale conversion.
- Improves overall company search engine optimization by increasing the quality and quantity of site links
- Includes
  - Domain name research and registration
  - One year of hosting
  - Web site creation, testing and implementation
  - Search engine analysis and optimization of web site content and navigation
  - Google and Yahoo search engine indexing
  - Web site traffic reporting and statistics

# Marketing Consulting

- Experience
  - Web and traditional marketing and sales expertise for business to business capital goods and services working with Fortune 100 to start up companies
  - Marketing and sales targeting the Fortune 100 to start ups.
  - Software, hardware, and services marketing leadership in telecommunications, information technology and media industries.
  - Success marketing new and existing propositions to achieve triple digit growth.
- We develop more successful sales and marketing programs faster and more cost effectively, than other consultancies, requiring larger teams to bring equal levels of skills and experience to an engagement.

# Rapid Market Prototyping™ Positioning and Messaging Development Best Practices

- Use MarketQuadrant™ and/or ProvocativeDialogue™ to gain market insight
  - Under served markets
  - Worst and best case Internet marketing costs for capturing leads and sales
  - Invaluable customer perspective and insight on the market, your offerings and your competitor's offerings.
  - Identify best market opportunities for your business
- Create FocusedSite(s)™
  - Tightly match what your business provides to what customers are looking for and make sure prospective customers find your FocusedSite™ on the first page of search engine results.
  - Use multiple FocusedSites™ to get faster results and test more potential positions and messaging.
- Iterate and refine your messaging and positioning on your FocusedSite(s)™ based on the site traffic patterns, and use of ProvocativeDialogue™ to better identify the best messaging and positioning for your offerings.

# Rapid Market Prototyping™ Example

- A financial services company offers new businesses and businesses with poor credit financial services and advice.
- The MarketQuadrant™ analysis for their markets shows:
  - prospective customers search for services most often using the word debt, credit, finance and funding in their searches and 20% of the time they couple searches for credit, finance and funding with terms specifying geography (e.g. California, Florida). Terms with geography specified are under served (i.e. ratio of searches to pertinent web sites is high)
  - Pay per click advertising can generate over 100,000 visits per month for an average cost of \$0.90 per visit, and best case search engine optimization will reduce the cost per visit to \$0.30 per visit.
- Creates 5 FocusedSites™ targeting searchers for debt, credit and the most frequently specified geographies combined with funding and financing.
- Develops pay per click ads for the targeted searches and drives traffic to the FocusedSites™. 3 out of the 5 sites convert over 1% of site visits sales which is within the customer's acceptable sales cost budget.
- The customer elects to have additional work done to refine 4 out of the 5 sites using ProvocativeDialogue™ and analysis of web site visits to improve the conversion of site visits to sales and search engine optimization of the sites.
- Multiple iterations result in the customer generating 10,000 visits per month at a cost of \$0.50 per visit and converting 50% of visitors to sales.