Marketing a Technology Organization

We define marketing as **creating an awareness of IT's value**. In a time of increased outsourcing and tightening budgets, it's never been more important to communicate how IT can help the company's bottom line.

In today's most successful IT organizations, IT leaders are becoming a voice of the brand, communicating effectively and persuasively to a variety of stakeholders, both internally and externally, about the value that IT delivers. But it's not just the people at the top who should be capable of being IT's ambassadors; it's a responsibility that spans the entire IT organization.

The challenge: In an environment where inboxes are overflowing and people are being bombarded with messages 24 hours a day, communication has become exponentially more difficult. Attention spans are fragmented and dwindling in the face of all this noise. That means IT needs new skills, strategies, and techniques to cut through clutter and make IT's impact clear and tangible.

This highly interactive workshop will help your IT organization speak the language that will influence your business clients. You'll be guided through a step-by-step process for building a marketing plan that is scalable depending on what you plan to market and to whom. Whether you are executing a broad IT marketing effort or just need to ensure that everyone is communicating consistent marketing messages in the hallway, you will find the tools and strategies you need in this workshop to make brand ambassadorship a cultural touchstone for your IT organization.

Who Should Attend
This workshop is designed for all IT professionals.

Delivery Options

Virtual Instructor-Led
Each module is 3 hours

Module 1: Marketing Foundations & Communicating the Value

Module 2: Adapting Your Efforts & Becoming an Ambassador

Module 3: Establishing the Focus & Tailoring the Message

Module 4: Adapting the Delivery & Evaluating the Results

Classroom Instructor-Led
Two-day workshop

- See agenda, page 2

Program Goals

After participating in this program, you will be able to:

- Define marketing and its role in your IT organization
- Create value statements
- Deliver an elevator pitch
- Adapt your communication based on demographics
- Use interest-creating language
- Distinguish features from benefits
- Leverage the power of "hallway marketing"
- Use market research and best practices to create a draft marketing plan

COMPREHENSIVE WORKSHOP AGENDA

What Marketing Is and Why It's Important
We define marketing as *creating an awareness of IT's value*. Marketing and selling are very different. There are many external and internal trends that make the need for marketing IT's value greater than ever. We'll explore these and build a case for why everyone needs to market today.

Communicating the Value
Learn how to craft key marketing strategies such as press statements, party lines, and elevator pitches.

Focusing Your Efforts
Successful marketers recognize their organization's value and communicate it in ways their clients understand. They also know that marketing is most effective when it is targeted, client focused, long term, dynamic, and benefits oriented.

Becoming an Ambassador
Discover how to develop consistent and effective communications and the importance of "hallway marketing."

Establishing the Focus
You'll learn how to apply a number of practical tools that will help you assess the needs of your clients, and you'll identify strategies for marketing existing and new products and services based on these needs.

Defining the Audience
Effective marketing can only be achieved with a client-oriented focus in mind. The best way to do this is with extensive client profiling to understand clients' needs. A template outlining such items as business factors, influencing factors, cultural and generational factors, for the four levels in an organization will be a helpful tool throughout your marketing efforts.

Identifying the Goal
Learn how to analyze and identify the internal and external factors that have an impact on your IT marketing efforts. Using the Force Field Analysis Tool, you'll identify key factors from an action point of view.

Tailoring the Message
Key to your marketing success is understanding client WIIFMs (What's In It For Me?). In this section, you'll get practice defining business WIIFMs and discover how personal WIIFMs affect buying decisions.

Partnering for Impact
This is about making it everyone's job. Every member of your IT organization plays a role in marketing, and you'll learn practices for getting—and keeping—everyone involved.

Adapting the Delivery
You'll identify the strengths and weaknesses of several techniques and how to maximize the effectiveness of each based on your target audience. You'll also discover how branding helps create your image of a trusted resource and builds client loyalty.

Evaluating the Result
This handy list of key indicators of effective marketing will allow you to ensure your marketing efforts are on track and achieving the desired outcomes.