

**A full-service marketing
agency for IT & Software**

Meet Marketing

FIZZ

 **marketing fizz**
the ideas are in the mix

Do you recognize the challenge?

Hard to find a
marketeer with
interest in B2B
and/or IT!

Our speciality is
our product or
solution, not
marketing!

We need
marketing with
impact, not just
pretty pictures!

Our marketing
team or person
doesn't have all
the skills, we need
support!



WHO

#WhoisMarketingFiZZ



- 01** Marketing FiZZ is a no-nonsense marketing and communication agency for IT and software companies looking to grow.
- 02** We offer MAAS; Marketing-as-a-service. The right marketing tactic, when you need it, on a monthly fixed budget.
- 03** We are a full-service marketing agency offering expertise such as content marketing, PR, lead generation, SEA, SEO and email marketing to mention some.

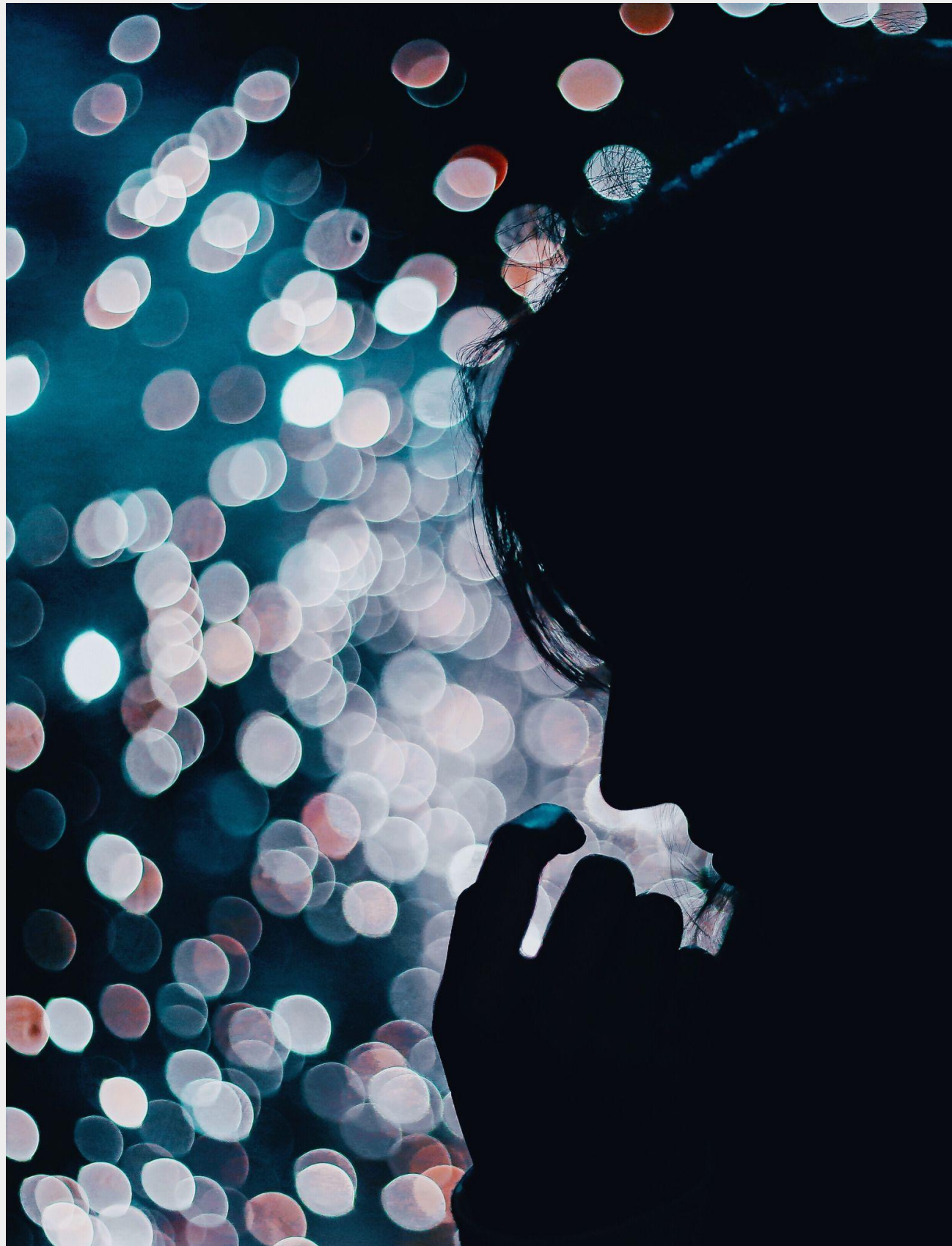
WHAT



- Marketing planning
- Content Marketing
- Marketing Automation
- Positioning & Brand Identity
- Employer Branding
- Lead Generation Campaigns
- Social Media
- Newsletters
- Video & Photography
- SEO/SEA
- PR
- Reference stories & videos
- Websites

WHY

#WhyWeDoWhatWeDo



We believe that all companies
- big and small -
should be able to support their
business goals with professional
marketing without having all that
knowledge in-house all the time.

We guarantee the right experts at
the right time, so our customers
can focus a 100% on their core
business.

HH

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STEP 1



#WeLearnYourMagic

DIENSTVERLENER VOOR DE
KMO-PORTEFEUILLE

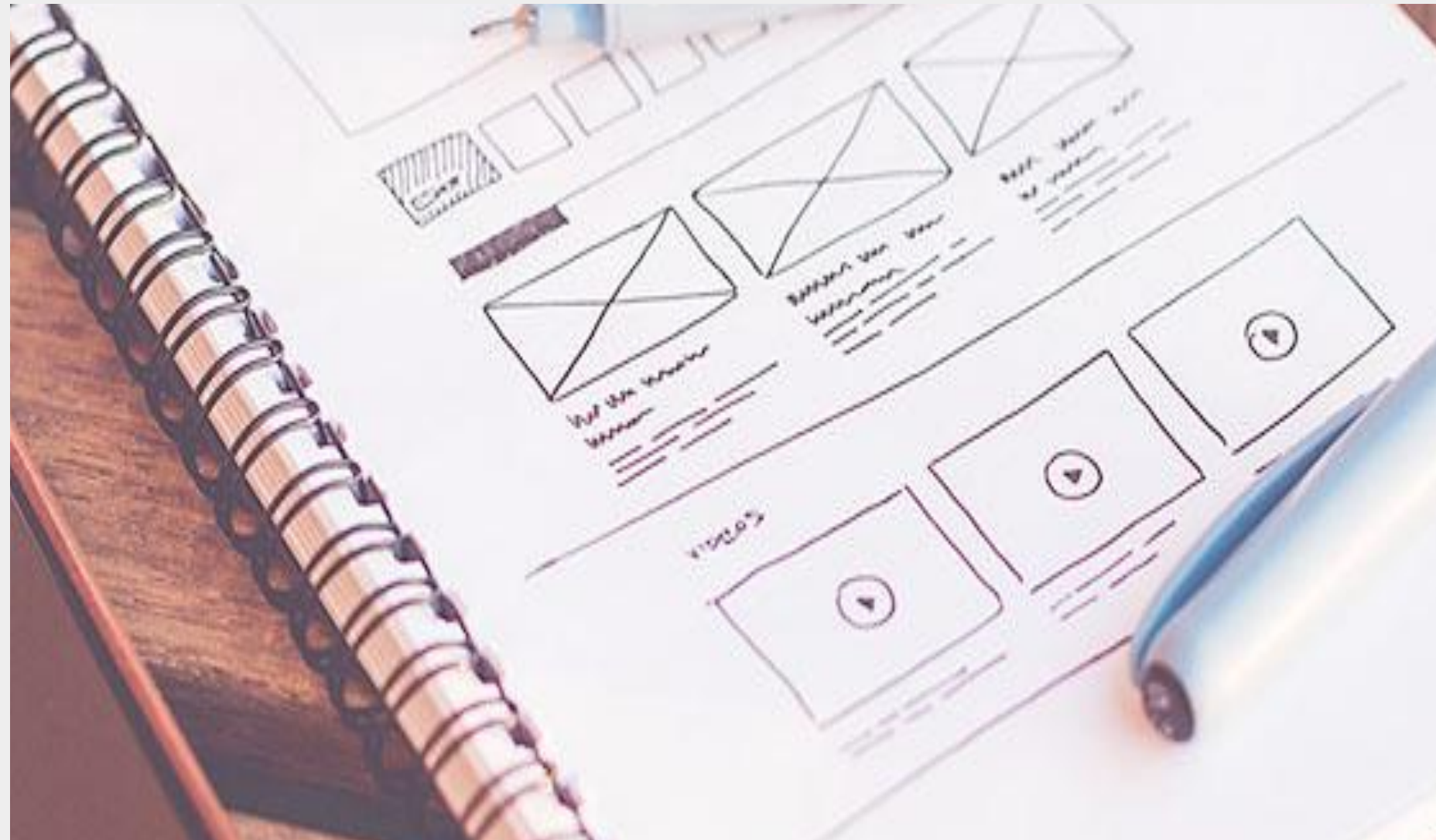


Kick-Off Workshop

- With stakeholders from different departments with customer contact
- + If possible – customer interviews
- Topics =
 - company values
 - differentiators
 - successes
 - ambitions & dreams
 - sales cycle
 - competition
 - ideal customer

STEP 2

+/- 2 weeks later We present a Plan of Attack



- Value Proposition
- Leadership Style (Price, Product, Service)
- Marketing Personas
- SEO Analysis
- Content plan
- Tactical Marketing Plan depending on needs expressed such as:
 - Lead generation creative campaigns
 - Employer Branding
 - Awareness Campaigns
 - PR plan
 - ...

STEP 3

#WeGetStuffDone

H₄ A₁ R₁ D₂

W₄ O₁ R₁ K₅

A₁ L₁ W₄ A₁ Y₄ S₁

W₄ I₁ N₁ S₁

MaaS: We execute

- As agreed in the plan
- Together if possible
- The right skills when you need them
- One senior contact
- We measure, we analyze, we report
- On a fixed budget

#Examples

workshop
outcome

BUYER PERSONA: CEO/ BUSINESS MANAGER



Age: +-45

Gender: M

Type: CEO / Management / Founder / Director

Involvement: Business Growth, Management, Advisory, Shareholder, Strives for innovation, Monitors processes, teams, budgets, strategy, ..



Goals

- Growth & revenue
- Stable environment
- Digital Transformation
- Standardisation
- Happy team & Board
- Automation
- Exceptional Customer Experience
- Respond quickly to problems, be agile



Obstacles

- Not enough in-house knowledge
- Mistakes due to manual operations
- Governance & Compliance
- Risk Management
- Budget
- Quality Assurance
- What's the impact?



Reads/listens/watches

- Board of Directors
- Word-of-mouth
- Partners / Vendors
- Reference cases
- Entrepreneurs (Meetups)
- Events / networking / seminars
- LinkedIn / twitter
- Webinars / Podcasts
- VOKA / Unizo/ Agoria



Decision Process

- Sit down
- Discussing acquaintance
- Personal click
- Evaluate impact on business
- Board of directors / CTO / IT team and BDM
- Compliance & legal check

OUTREACH FLOW

EXAMPLE 2

CONNECT

ICP OUTREACH / CONNECT

- Via LinkedIn (inmail)
- Via Skylead

- Via Mailing
- Via Cold Call



Persona X

Persona Y

Persona Z

NO

YES

Request 2
Request 3

PERSONAL MESSAGE



LinkedIn

ENGAGE

AWARENESS CONTENT

- *Insight Blogs
- *Retrospectives
- *Podcasts
- *Webpages

CONSIDERATION CONTENT

- *Ref cases
- *Webinars
- *Product sheets
- *Assessments (Siris)

PERSONAL MESSAGE



DRIVE

DECISION CONTENT

- *Product sheets
- *Assessments
- *Workshops
- *Live demo

PERSONAL MESSAGE

Mail Call



CONTENT STRUCTURE

AWARENESS

3 X Insight Blog

1 X Webinar Recording + Calendly Q&A

Retrospectives

1 X Peer Podcasts

Assessments

CONSIDERATION

Assessment Product
Sheets

1 X Reference Cases

DECISION

Microsoft Expert
Assessment - GTM

SaaS Platform
Assessment - GTM

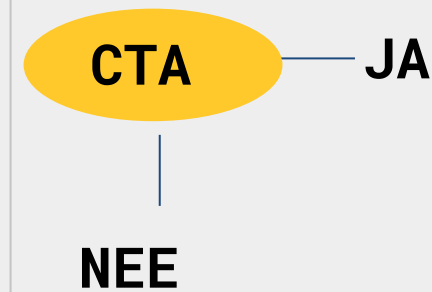
AWS workshop - GTM

Live Demo
GTM's

BUYER JOURNEY



- PERSONA'S BLOGS**
- Sociale media
 - Website
 - Google Adwords
 - Google Display Network
 - Remarketing
 - CTA's



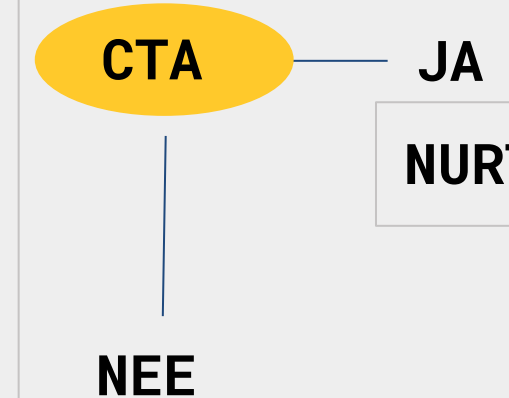
- WEBSITE**
- CTA 1: trial
 - CTA 2: download



- MAILS**
- Incl. download
 - Other Content that might interest you
 - CTA: Trial



- MAILS**
- This might interest you
 - Read our newest white paper
 - ...
 - CTA Na 1 maand: Sign up



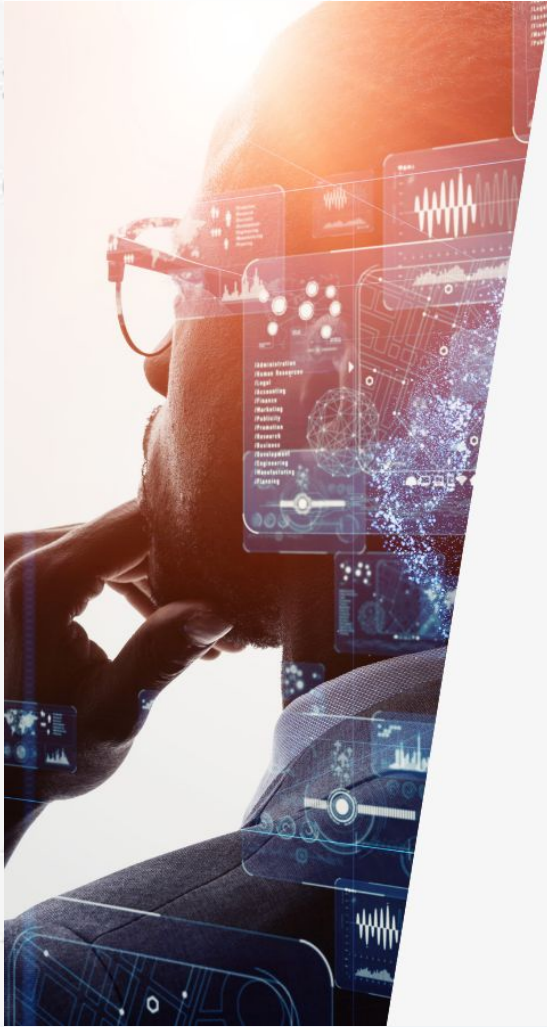
NURTURE

- MAIL**
- Newsletter
 - CTA: Sign up

ADVERTISING CAMPAIGNS

Red Carpet IT Services
 Informatietechnologie en services -
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Red Carpet adds value to your business by unlocking your data power. Lost in your data maze? Our highly skilled specialists will show you the way.



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 IT Services

Curious about the **5 Next-generation** Data virtualization Innovations?

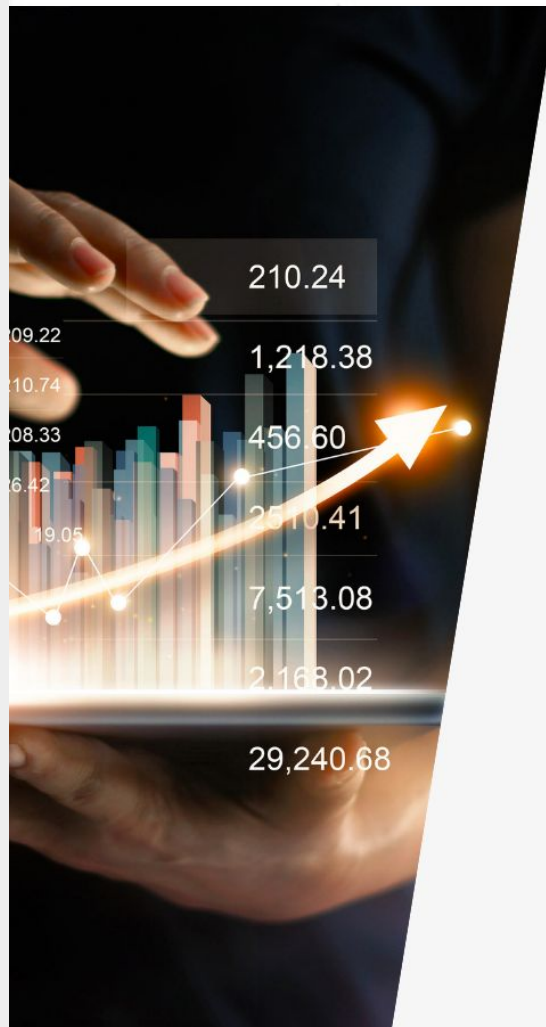
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Bank Achieves **300% ROI** with TIBCO Data Virtualization.

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ADVERTISING CAMPAIGNS

#LeadGeneration

Red Carpet IT Services
461 followers
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Is your data transformation giving you a headache? Our data experts have years of experience! Want to pick their brains during a free data sparring session? Book your spot now and get one-time-only expert advice for free.

HEY YOU!

LOOKING FOR A DATA SPARRING SESSION TO CLEAR YOUR HEAD?

ARE YOUR SYSTEMS NOT COMMUNICATING? IS GOOD DATA INTEGRATION CHALLENGING IN YOUR BUSINESS?

BOOK YOUR FREE BRAINSTORM

Book your free data session immediately! (Eng)
redcarpetit.com • 2 min read

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461 followers
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Ready to take your data management to the next level? Are you still lacking that 360 view of the business or those real-time insights? Or are legacy systems getting in the way? Let's have a chat! Book your free 30 minute brainstorm session with our best data expert.

WHICH DATA CHALLENGES ARE YOU FACING?

DATA VIRTUALIZATION, INTEGRATION, GOVERNANCE, ...? CHALLENGE OUR EXPERTS AND GET SOME FREE ADVICE!

BOOK YOUR FREE DATA SESSION

Book your spot for a free data brainstorm! (Eng)
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MORE TO

KNOW

MORE

WHEN IT GETS COMPLICATED

Marketing Automation does the trick



#MarketingAutomation

The screenshot displays the SharpSpring Marketing Automation interface. At the top, there is a navigation bar with icons for Analytics, Content, Pages, Automation, Contacts, and Sales. A search bar and a 'New' button are also present. Below the navigation bar is a 'Create' button and a calendar for December 2017. The calendar shows a grid of days with various marketing tasks scheduled. A sidebar on the left lists categories: EMAIL SENDS, BLOG ARTICLES, SOCIAL POSTS, FACEBOOK, LINKEDIN, and TWITTER, each with a checkmark. The tasks are represented by colored boxes with icons and text, such as '4:46 pm - 10 Way...', '12:36 pm - Sharp...', '4:09 pm - Ace He...', '12:05 pm - Top Ti...', '12:00 pm - Top Ti...', '11:01 pm - Top Ti...', '4:20 pm - Check o...', and '4:17 pm - Top Tips...'. The interface is clean and organized, with a green star icon in the bottom right corner.

MORE

#WeAreDifferent



- We are **pragmatic**, we don't do expensive consultancy or brainstorm when there is no need for it
- We know the **software and IT** business
- We focus on **execution**
- Small or large budgets... our customers are always important
- **One senior contact** and lot's of expertise in all domains of marketing and communications
- We think with you and want **to be part of your success**
- We appreciate an **open, honest and no-nonsense dialogue**



BUDGET

Onze klanten hebben een mix van 3 uurtarieven:

- Voor Strategie (= brainstorm, plan, management meetings met CEO): 105€
- Voor Marketing Management (door Account Director (minimum 3 jr bij MF), uitwerking van plannen, bepalen van content, CTAs, buyer journeys...): 93,75€
- Voor Marketing Executie (Uitvoeren van de plannen zoals Grafisch Design, Copywriting, Video, Web, ...): 81,25€

Volume korting

Bij 4 tot 7 dagen per maand	3% korting
Bij 8 tot 12 dagen per maand	5% korting
Bij meer dan 12 dagen per maand	7% korting



BUDGET VOORBEELD

- WORKSHOP = 3500 € – KMO Portefeuille certified

	4 dagen per maand	8 dagen per maand	16 dagen per maand
	- Wekelijks overleg	- Wekelijks overleg	- Wekelijks overleg
	- Maandelijks resultaten	- Maandelijks resultaten	- Maandelijks resultaten
	- 10% Strategische planning - 20% Marketing Management - 70% Marketing Executie	- 10% Strategische planning - 20% Marketing Management - 70% Marketing Executie	- 10% Strategische planning - 20% Marketing Management - 70% Marketing Executie
	2756€	5512€	11024€
	3% korting	5% korting	7% korting
	2673,5€	5236,5€	10252,5€

#Budget

We
love to hear from you.

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Stay in touch!

