



PARTNER'S MARKETING: WHERE TO START

winton

Sharing the Wialon community experience

The most frequent question that Gurtam marketing department gets from the partners is how to acquire more leads and incoming requests. Based on the service providers experience from all over the world we prepared a step-by-step guide on how to establish marketing in your company.

In this guide, we pay attention to the preparatory work: analysis, setting the goals, and first steps.

The guide will be helpful for those who:

- 1) have been handling the GPS tracking business for a while and know the market peculiarities in their region;
- 2) have already used some advertising tools but decided to structure the company marketing.

For those partners who have the marketing department in their company, our guide can seem to be no use. But here we describe some specific tools that we use ourselves – don't miss them.

Contents

Why is marketing important?	4
Carry out a market research	5
Set the goals	10
Make up a marketing plan and a budget	11
Define the target audience	12
Identify where you get the clients from	13
Formulate your USP	14
Check your commercial offer.....	16
Use channels that work	18

Why is marketing important?

Why do you need marketing in the company? There can be several goals:

- 1) new clients attraction;
- 2) retention of current clients;
- 3) increase in sales;
- 4) expansion of the company's market share;
- 5) the building of brand recognition.

Generally, B2B marketing provides the sales departments with new clients and helps to retain them. It is not really difficult to launch marketing activities – you don't need a special department or a marketing specialist to start. But be ready to spend some time on “preparatory work” before getting down to actions. The market analysis, segmentation, and positioning – you have to think about all these beforehand (read on to learn how).

According to the service providers, a **minimum marketing set** should include:

- a distinct commercial offer;
- a selling site;
- a set of marketing materials (nice commercial offer, presentation, brochure);
- social media.

At competent approach during early stages, you can minimize the cost for these tools. We are going to discuss them and 6 more communication channels in this guide.

Carry out a market research

Before the complex launch of the marketing activities, examine the current situation on the market in your region. The right preparatory work will help to understand the potential and current clients better, take the best of the competitors advertising activity, select the most attractive target segment, and find available market niches.

Here the question arises: where to get data? You can order market research from the marketing agency or carry it out on your own. If you prefer the latter variant, collect information by doing one of the following:

- **Internet**

Explore the analytics on the topic you are interested in as well as the info on the adjacent markets (mobile communication, tachography, GPS hardware manufacturers). On the internet, there are [ready-made articles](#) and competitor or market share analysis reviews for your region

- **Personal interviews**

Prepare the list of questions and discuss them with your current or potential clients. It is important to communicate with not just loyal clients but the companies that will highlight your weaknesses.

Don't discuss these things on the phone. You'd better arrange a meeting and visit the client's office. Hold a discussion with the decision-maker that works directly with the monitoring system.

Interview 20-30 people so you can see the market trends and consumer preferences.

Carry out a market research

Discussion checklist:

- Why did you choose us? What other competitors did you consider?
- How did you hear about us? (Found on the internet, read in the magazine, word of mouth, met at the expo, etc.)
- What was the key aspect that made you choose the system (price, the system interface, references)
- What is the system major benefit for your business?
- What lacks the system current functionality?

• Forums and social media

Even if you haven't found the answers to your questions, you can register there and become the topic starter.

Where to look:

www.forum.gurtam.com

www.gpstrackingforum.com

forums.gpsreview.net

forums.autodesk.com

www.compadre.org

Carry out a market research

• Company employees

If you are already on the market, talk to the company employees with professional experience of more than 1-3 years. The sales managers' comments will be the most valuable. Very often they have a big experience and knowledge of the market that haven't been described anywhere before (the value of CRM and logged market info is a story of its own).

• Personal experience

Try to structure your own knowledge, best practices, and thoughts on the monitoring market.

Competitive analysis

Single out the major market players that work with the similar target audience.

Firstly, start from studying their websites. Pay attention to:

- the structure, what products and solutions they present and how;
- if they give the prices for their services;
- what billing plans they have;
- if they give the hardware catalog;
- the benefits that competitors mention on their site, in printed materials, advertising articles, exhibitions and so on. This info will help you in the future while making up your unique selling point.

Carry out a market research

Secondly, analyze advertising tools that your competitors use:

- websites;
- printed sources;
- Online-catalogs;
- contextual advertising.

Log the competitive analysis results in the summary table to see the general picture: in other words where your competitors are better and the other way around – what they miss but it is your strong point.

1) Price analysis

We recommend studying the general price level on the market, single out the competitors' price segments, and describe the peculiarities of marketing activities of each of them:

- low price segment;
- average price segment;
- high price segment.

Analyze the factual quality and features of the platform/service, the price of the service and hardware, the commercial channels of the competitors inside each segment. Consider the price sensitivity which is the way the consumers behave upon the rise in prices in different price segments. Thus, you will be able to better understand the reasons for choosing this or that monitoring system, identify more narrow competitors, explore their positioning and marketing strategy.

Carry out a market research

2) Consumer behavior analysis

Here it is important to understand the key factors that influence the choice of the monitoring system. We recommend dividing potential clients into segments to explore their reasons for purchase in more details. The segment is the group of current and potential clients with similar needs.

At this stage, you can learn the reasons for purchase during personal interviews with current clients from different segments.

How to segment clients properly?

Export the full list of your current clients (you can use 1C or CRM) and divide them by **the following criteria**:

- industry sector (carriers (international and local)
- field employees, agriculture, construction)
- enterprise size
- fleet size (up to 10 vehicles, 10-50, over 50)
- the form of property (government, private)
- geographical area
- benefits (price, quality, service, security)
- age, income, marital status of the decision-maker

This work is better done in Excel and Google Spreadsheet. Just make the table with additional columns featuring the list of criteria (for easy sorting).

Or use my.wialon.com.

Set the goals

Before launching the company's marketing activity, you need to set specific goals for the department or the marketing specialist. Explain them the expected result or the business benefits.

While setting the goals **use the following criteria:**

1) Specificity

The goals should be specific without any double meaning.

2) Measurability

The wording for the goal should contain solid measures and figures, the goal should be subject to objective assessment by any available metrics. And though you can hardly measure the change in the company image, you should understand from the start how you will define the company's success/failure.

3) Time limits

Formulate the goal in such a way so to be able to assess the result's efficiency later. Any goal should have a specified deadline.

For example, if you set the goal to increase the number of connected units, it can sound like: "To increase the number of units by 25% by the end of Q3."

Use the [SMART criteria](#) method.

Make up a marketing plan and a budget

The goals and audience segments that you will work with, the market research, and pricing will become part of a marketing strategy. The second part of the marketing strategy is the action plan (the description of channels with time-related specific events) with budgets for each activity, responsible people, and KPIs.

For example, KPIs upon the website launch can be the number of requests from the request form on the site; upon the contextual advertising launch – the cost of the user's click (conversion) and the number of requests you got from the contextual advertising.

[Download the plan and budget template](#)

The marketing budget can be calculated in several ways:

- absolute amount (let's say you are not willing to spend more than X dollars on marketing);
- percentage of the revenue (marketing budget is planned considering the fact that 10% of the total revenue will be invested in the marketing activities. While planning the revenue part of the budget you should include a certain sum for marketing that later (monthly or quarterly) will be reviewed according to the revenue dynamics).

After you set your budget ceiling, you should distribute the sums across the channels and planned events, compare them with the total sum and correct them if needed. We advise including an extra 20% to cover unforeseen emergencies. Review and keep your plan and budget up to date every three months.

Define the target audience

As you have already carried out the customer behavior analysis within the market research (point 2), it will be easier for you to build a [profile of the target audience](#) for your company.

Choose your target market segment from the ones that you singled out – the one that has the top priority for your company. This audience will be the target of your major marketing activities.

To be able to form the marketing communications as precise as possible, describe in details the most typical representative of your audience.

Make up a portrait by the following criteria:

- gender;
- age;
- marital status;
- income;
- occupation;
- interests;
- geographical area;
- decision-making process (depending on the client): about the change of the provider or about the fleet equipping from scratch;
- benefits (price, service, security);
- life values.

This is the person (company representative) that will get your messages through communication channels. Focus on their image.

Identify where you get the clients from

It is important to register all the sources of acquiring the clients so to understand what advertising channels work best and how to distribute the budget among them in the best way possible.

Here are some tips on how to register those sources:

- Mark in CRM, Excel or any other tool for keeping your client base where from you got the client.
- Make a list of all possible sources beforehand so your sales managers wouldn't register sources of the same kind using different words. For example, cold calls, website, Navitech expo, iot.ru online-portal, references, etc. As a result, you will see a general picture: all the sources of clients in terms of numbers and percentage.
- Add the question "How did you hear about us?" to the website request form and to the sales managers script.
- Monitor the advertising efficiency. To see this kind of feedback, use the web-analytics tools (Google Analytics). For offline sources advertising campaigns, you can use a separate phone number to count the number of calls or use [Calltracking](#), the tool that will do it for you.

Formulate your USP (unique selling point)

USP (unique selling point) is a lasting competitive advantage, a unique feature that is peculiar to your company only.

So the competitive advantage could be long-lasting and strong, it should match 3 criteria:

- **Helpfulness.**

The competitive advantage should benefit the end-user. For example, “3 years on the GPS monitoring market” has no impact on the customer (though you are definitely proud of it) while “24/7 technical support” can already be helpful to the end-user.

- **Uniqueness.**

The competitive advantage should be unique, and competitors shouldn't possess it. It shouldn't be easily replaceable. For example, if another 3-5 of your competitors claim to have a “high-quality service” as their USP, you'd better come up with a new unique advantage or be more specific describing the current one. Instead of a “high-quality service,” you can write “Lifetime warranty for the installed GPS equipment.”

- **Safety.**

Choose the advantage that is hard to copy, even better if it will be possible to legally enforce it. For instance, any [software](#) or engineering solutions of your specialists can well be under the copyright.

Formulate your USP (unique selling point)

To make up the USP, use the step-by-step guide:

- Make the list of all advantages that seem suitable to you.
- Rank all the advantages by the helpfulness, uniqueness, and safety criteria.
- Compare your list with the advantages of your competitors.
- Choose those USP from your list that match 3 criteria and that competitors don't have.

If there are none, try to create a new competitive advantage that doesn't exist on the market yet. **There are several ways of creating a new USP:**

- Follow the "Problem → Solution" path. Explore the clients' problems and try to resolve them in some fancy way.
- Implement a new solution on the market. To do so, you need to closely communicate with current partners and study their needs.
- To be the first to talk about the features of your competitors' system/equipment that they haven't yet declared. It would create the pioneer image for your company, and all the following advertising of the competitor will be seen as copying.
- To stand out by the secondary factor or additional service that is not a key one when choosing the monitoring system but will capture the interest of the target audience.

Check your commercial offer

You definitely have a commercial offer. But is it really so good in the context of marketing? Let's review it for compliance with the [AIDA model](#).

According to it, the text should be divided into 4 parts. Each part performs its own function, thus falling into the logical chain attracting the client.

A = Attention

Attract their attention to the text. Come up with a catchy heading with the call to choose your system. The client should want to read on. Don't describe your company with 5 paragraphs of boring text: normally, customers don't read such a description despite the fact that it can contain important information. You better use the "The company in figures" method briefly describing basic facts about the company. For example: 5 years on the market, 11 installers, 24/7 technical support.

By the way, here you should put your unique selling point, too.

I = Interest

Tell your potential client something that will catch his interest. You can mention the issue that bothers them or the way to solve this issue. Describe the client needs that you can solve with the help of your service. For example, axle load control.

Check your commercial offer

D = Desire

At this step, you should encourage the customer to buy the product. Here, you should place your major offer to the potential client. Describe all the service advantages, put the prices and prove that your offer is a big deal. Tell them what the price includes, in other words, what the client pays for. Not the prime cost, extra charges and such but all the features of your system that the client will get upon the purchase – fleet monitoring, advanced reports, notifications to the email, etc.

A = Action

In this block, you should state clearly what to do to get access to the system. Leave several communication channels: phone numbers, email, messengers. To speed up the lead, add the restriction to your offer. For example, “valid till the end of the week.” Or you can say that the number of items of equipment is limited or that prices are expected to rise starting after the New Year.

[There is also a more advanced AIDA model.](#)

Follow the principle of segmentation and work out a separate commercial offer for each industry sector as they have their own needs and interests. So, the company positioning in a commercial offer will differ respectively. We recommend making your commercial offer no bigger than 3 pages.

Do not describe each product in details. Instead, use important facts only and provide links to the relevant pages of the site with more information.

Use channels that work

After you have done all analytical and preparatory work, get down to commercial channels utilization.

Based on our partners' experience, we made a compilation of online and offline tools that are effective in the GPS tracking market. We gathered the recommendations on how to launch a new site and optimize the current one, how to choose the exhibition to participate and get ready for it, what is the difference between publications on the internet and in printed media, how to work with word of mouth, and much more.

Study our tips on using the channels and choose the ones that suit your region and specific character of your business the most.

[Learn more about Online-channels that work](#)

[Learn more about Offline-channels that work](#)

We selected the most useful and proven recommendations and hope they will help you to successfully launch the marketing activities in your company. You can always count on the Wialon support.

If you still have questions, write at marketing@gurtam.com.

We are happy to help.