

G-Cloud Marketing Plan - Summary

#	Area	Overview	Milestone date
1	Strategy	Target markets, GAP & SWAT, target profiles, articulate the value proposition, budget, KPIs	
2	Website	Review website as a marketing platform, public sector sections, content	
3	Product	Assess/revise product roadmap for weaknesses revealed against G-Cloud peer analysis	
4	Pricing	Competitor and role-model comparison, simple to understand, offer March-madness option	
5	G-Cloud listing	Get-conformant, Get-found, Get-optimised (1st 3 steps on Marketing Maturity Model)	
6	Inbound/Outbound	Design, communicate, get agreement for engagement approach	
7	Existing startegic accounts	Land & expand opportunity development	
8	BAU	The weekly process - stuff that has to be done outside projects Tenders, contracts finder, regional portals GOV blogs & trade news Networking & Supplier Engagement Watch competitors & role-models; differentiate & emulate Build demo expertise Customer contact programme Social media Outbound campaign, planning, execution, measurement Inbound agency People of interest - contact tactics Task/CRM/comms Progress reporting	
9	Materials	Case studies, problems we solve; testimonials	
10	Materials	Demonstration system, tutorial system, video content, screenshot content	
11	Materials	Develop collaboration tools for customer engagement	
12	Materials	Frictionless free trial - sample data, wizard, video, screenshots	
13	Materials	Contract renewal "how-to" white paper	
14	Routes to market	Digital Outcomes & Specialists	
15	Integrators/Tier 1	System integrator's SME programmes	
16	UKCloud	Active participation in partner programme	
17	Where do role-models go?	Trade associations, exhibitions, subscriptions, journals	