

Why martech brands suck at marketing*

***And how to fix it**



Nobody cares...

Here's a harsh truth. Nobody cares about your marketing technology. No marketer loves the tools available to them, or even spends that much time thinking about them.

And yes, we know you have a customer survey showing 92% of marketers love your product. But those surveys are bullshit.

Here's a better survey to run. Without saying what company you're from, ask your customers to list the things they value most at work.

How far down that list do you think you'd have to go before they mentioned the technology they use? How far down before they mention working with your brand directly? Let's put it this way: You're not making the shortlist.

The problem with most martech companies is they assume everyone's as passionate about their products as they are. But your audience doesn't share your passion; they barely even share your interest.

If martech brands are ever going to break through with their audiences, they've got to stop deluding themselves. They need to be honest.

"Most people don't care about my product." Say that in front of the mirror every morning. Then you can start thinking about all the awesome things you could be doing to change that fact.

A collage of envelopes, stamps, and shrimp on a pink background. The top envelope is white with a red and blue striped border. The middle envelope is white with a yellow stamp and a circular postmark. The bottom envelope is white with a blue and red striped border, a blue monkey logo, a blue 'BY AIR MAIL' stamp, a red 'URGENT' stamp, and a circular postmark. Three shrimp are scattered around the envelopes.

Be unique

Desk 303
12th Floor
Human Resources

BY AIR MAIL
PAR AVION

URGENT

Get some personality

If you want an idea of what you're up against as a vendor, check out the [martech landscape supergraphic](#). There are 5,000 marketing technology brands listed and 95% of them look and sound exactly the same.

Marketers always talk about differentiation, but they forget about distinctiveness. As such, the martech space has become a personality vacuum, with everyone either looking like a tinpot Oracle or a poor-man's Adobe.

Only one or two brave souls have proved the exception to this rule, with Mailchimp being the go-to example. While everyone else was writing ebooks and talking about their latest Forrester Wave positioning, Mailchimp was out there building video games, launching PR stunts and taking the piss out of its own brand name (MailShrimps yeah?).

Is Mailchimp the biggest or best vendor on the market? Possibly, possibly not. But that doesn't matter.

What makes Mailchimp stand out from all the other martech vendors is that it doesn't take itself — or its audience — too seriously. It doesn't want to be Oracle or Adobe. Instead, Mailchimp uses marketing to have a laugh and show off a bit of personality. As a result, everybody knows its name.



**Be
concise**

Lose the jargon

Classic scenario. You're launching a new product feature. You write the press release, send it back and forth between your product, marketing and content teams and they all tweak the wording until it's just right. Then it goes to your boss to add their quote, to legal for review, and then over to your agency. Next the agency sends it to the journalist, who says "What the f*ck is this??" and deletes it.

True story.

The problem? Nobody thought to share that release with someone working outside of martech. The end result is a release so full of buzzwords that it may as well be written in Latin.

This is a problem across the whole martech industry. Website builders become digital solution hubs, email platforms become omnichannel content systems, and happy customers becomes loyalty value centres. From company messaging to website copy, incomprehensible corporate jargon is replacing good, concise copy at every turn.

Put simply, buzzwords are making your marketing suck.



**Be
strong**

Stop sucking up

Time for a little disclaimer. We love analysts. Analysts cut through the corporate BS and give vendors clear insights into their markets. If you're a martech brand and you don't yet work with any analysts, put down this guide and go hire Wildfire's [analyst relations team](#) immediately.

Disclaimer over. Now let's talk about the issue at hand: Stop sucking up to analysts!

We get it. Rebranding with analyst-friendly terminology can help with your AR strategy, but it's terrible for your marketing.

The terms that analysts use don't always reflect the way your audience thinks or talks, so letting your brand messaging be led by what you write in analyst reports is a recipe for disaster.

You need to separate the two: Let analysts tell your story in their own way, but focus your messaging around what customers expect from you.

If you really want to be seen as a 'Visionary' or a 'Leader', then the best thing to do is start acting like a visionary and a leader! Industry recognition follows hard work, not the other way around.

Be
honest



Know where you stand

Working in martech, it's easy to assume that your target audience thinks and acts just like you do. Sadly, it doesn't work that way.

If you're going to build a successful martech brand, you need to take a step back and be honest with yourself.

That could mean admitting your product isn't as good as your competitors'. Or, that you've never actually run a side-by-side comparison. It could also mean confessing that you don't know your audience that well, or that you've never really run a focus group with them.

Nothing will improve until you identify and admit the problems that are currently holding you back.

So let's be honest. If you work in this field, you probably sell software that makes marketers' lives that little bit easier. Maybe it helps them win a creative award, maybe it helps them justify work to their bosses and, maybe, it just helps them go home on time. There's absolutely nothing wrong with any of that.

As long as you're honest with yourself and take ownership of what your product really achieves, then you can start building smarter, bolder marketing that actually adds value.

Strategic thinking. Bold ideas.

Guides like this are great, but let's face it, nobody succeeds by reading a four-step ebook. They succeed by hiring brilliant agencies that offer real-life, relevant expertise.

Agencies just like us.

We pride ourselves on **Thinking Bold**. Our award-winning PR approach has helped brands like Acquia, Emarsys, Episerver, dotMailer and Salesforce build their businesses and deliver truly integrated communications campaigns. So why not get in touch and see how we can do the same for your martech business?

The next step...

Want to see how we work with martech brands to achieve better, bolder PR and marketing results? Check out our martech case studies at wildfirepr.com/work

wildfirepr.com

020 8408 8000

enquiries@wildfirepr.com

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