

Key Strategies to Win Business from Competitors

Position Qencode as a Cost-Effective and Scalable Alternative

- **Objective:** Target businesses that are currently using Bitmovin, Mux, or Amazon Elastic Transcoder and are looking to optimize costs without sacrificing video quality or performance.
- **Messaging:** Highlight Qencode's AI-driven per-title encoding and transparent pricing model as a way to reduce bandwidth costs while maintaining high-quality video. Emphasize cost predictability, especially when budgets are a priority.
- **Execution:** Create a targeted email and LinkedIn outreach campaign emphasizing case studies or cost-savings analyses showing reduced operational costs for Qencode users. For AWS Marketplace customers, demonstrate how Qencode's integration enables better budget management through AWS billing.

Leverage AWS Marketplace Presence to Streamline Procurement for AWS Customers

- **Objective:** Capture AWS customers who are looking to simplify procurement and take advantage of existing cloud credits.
- **Messaging:** Promote Qencode's seamless purchasing process through the AWS Marketplace as an added convenience, highlighting the ability to leverage AWS cloud credits and simplify procurement.
- **Execution:** Use AWS Marketplace tags and campaigns targeting customers of Mux, Bitmovin, and Elastic Transcoder, with messaging emphasizing AWS alignment. For existing AWS Marketplace users, emphasize that Qencode's full integration with AWS aligns with their tech stack, offering an easy transition with minimal setup.

Key Strategies to Win Business from Competitors

Develop Technical Case Studies and Comparison Guides

- **Objective:** Provide technical decision-makers with detailed insights into the performance, quality, and cost savings of Qencode versus Mux, Bitmovin, and Amazon Elastic Transcoder.
- **Messaging:** Develop a comparison guide that covers Qencode's AI-driven encoding, built-in CDN, and storage against each competitor, highlighting use cases where Qencode provides unique advantages.
- **Execution:** Distribute guides, whitepapers, and case studies across LinkedIn, AWS Marketplace, and Qencode's website, optimized for SEO with keywords targeting competitive comparisons (e.g., "Qencode vs. Mux"). Include a clear CTA to explore a free trial or demo on AWS Marketplace.

Highlight Ease of Workflow and Developer Support with Extensive SDKs

- **Objective:** Target developers and technical leads who value efficient workflows and comprehensive SDK support.
- **Messaging:** Emphasize that Qencode provides S3-compatible storage, built-in CDN, and a broad range of SDKs in a single platform, allowing developers to integrate quickly, simplify media management, and focus on product development rather than infrastructure management.
- **Execution:** Host webinars or tutorials demonstrating how Qencode's platform simplifies video workflows from encoding to delivery. Provide sample projects or developer testimonials to showcase SDK flexibility, emphasizing support for languages and tools not fully covered by competitors.

Offer Free Trials and Pilot Programs via AWS Marketplace

- **Objective:** Attract new customers by allowing them to experience Qencode's benefits firsthand with minimal upfront investment.
- **Messaging:** Promote the \$25 free credit as a low-risk way to explore Qencode's platform and its per-title encoding capabilities. For AWS users, frame this trial as an opportunity to evaluate AWS integration with their existing setup.
- **Execution:** Run AWS Marketplace ads targeting users of similar services, offering limited-time trials or exclusive AWS Marketplace discounts. Follow up with personalized support to guide new users through the setup, emphasizing Qencode's unique features.



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Implementation Plan for Success

1. Content Marketing

- Publish regular comparison blogs and case studies showing the benefits of Qencode over Mux, Bitmovin, and Amazon Elastic Transcoder.
- Promote these pieces on LinkedIn, the AWS Marketplace, and in industry publications, leveraging SEO optimization to reach key decision-makers actively comparing services.

2. AWS Marketplace-Specific Campaigns

- Work with AWS Marketplace's co-marketing programs to create campaigns targeting Elastic Transcoder customers, emphasizing the transition ease to Qencode.
- Leverage AWS credit incentives and visibility boosts available for Marketplace vendors, collaborating with AWS to make Qencode more prominent.

3. Customer Education and Training

- Develop a free video series or webinar program on video infrastructure optimization and cost-saving tactics, showing Qencode's approach as an industry-leading method.
- Use these educational programs to drive traffic to Qencode's AWS Marketplace listing, positioning the platform as both a cost-saver and a performance enhancer.

4. Direct Sales and Outreach

- Develop a dedicated sales outreach team targeting companies currently using Mux, Bitmovin, or Amazon Elastic Transcoder. Provide a detailed breakdown of potential savings and benefits, including AWS Marketplace integration as a unique value proposition.
- Use LinkedIn and email campaigns for targeted outreach, encouraging prospects to try Qencode via the free AWS credit.

