Cloud Atlas

Your Cloud Marketplace
Professional Services Partner

Overview of Results-Driven GTM Plan for Qencode

CloudAtlas has developed a comprehensive go-to-market (GTM) plan for Qencode, structured across three main areas—sales, marketing, and GTM program deliverables—all working toward a fourth critical outcome: partner co-sell readiness. This roadmap is designed to position Qencode for its first AWS Marketplace transaction, quick scalability, and strategic growth. Qencode can use this detailed plan independently or opt for full-service execution by CloudAtlas, leveraging CloudAtlas's expertise and resources to accelerate results.

End Results of the GTM Plan

This GTM plan includes every necessary step to ensure Qencode maximizes its AWS Marketplace presence and scales effectively. The primary goals and outcomes are:

1. **Sales Enablement and Targeted Growth for Existing Customers**

- **Objective:** Re-engage warm customers and drive account expansion.

- **Deliverables:** Targeted outreach with competitive insights, tailored sales plays, custom offers, and strategic follow-ups with AWS-specific messaging.

- **Expected Result:** Immediate opportunity conversion, generating increased transactions from Qencode's existing customer base.

2. **Marketing to Drive New Customer Acquisition**

- **Objective:** Expand market reach by attracting new, high-value customers through effective messaging and content.

- **Deliverables:** Persona-specific campaigns, LinkedIn ads, AWS Marketplace content, SEO-optimized landing pages, and an email series for targeted customer acquisition.

- **Expected Result:** Amplified brand awareness, driving fresh interest and engagement with Qencode's AWS Marketplace offerings.

3. **GTM Program Deliverables to Support Sales and Marketing**

- **Objective:** Provide foundational materials and resources to strengthen both sales and marketing efforts.

- **Deliverables:** Product overview, comparison guides, case studies, blog series, technical datasheets, customer FAQs, and ongoing coordination through weekly project reviews.

- **Expected Result:** Comprehensive, high-quality content that supports a cohesive and effective customer journey across all touchpoints.

4. **Partner Co-sell Readiness**

- **Objective:** Position Qencode to leverage AWS co-sell opportunities, aligning its offerings with AWS Marketplace requirements.

- **Deliverables:** Customized AWS Marketplace listing, optimized SKU and pricing models, AWS credits workshops, and joint campaigns with AWS and Contentful.

- **Expected Result:** Increased alignment with AWS co-sell initiatives, accelerating Qencode's growth and visibility within the AWS ecosystem.

AtlasExpress Advisory Support and Full-Service Execution Option

With Qencode's AtlasExpress subscription, CloudAtlas provides ongoing trusted advisory services, with 4 hours of monthly support retained beyond the initial engagement to sustain momentum. However, the full execution of this GTM plan requires extensive expertise and resources to be effective across these three main areas and the fourth objective of co-sell readiness.

CloudAtlas is prepared to deliver the complete execution over 264 hours at a cost of $31,005, offering Qencode the depth of a $1M+ annual Cloud GTM team at a fraction of the cost. This includes a 35% discount and subscription credit applied for a customer testimonial.

By engaging CloudAtlas, Qencode receives a fully integrated team to drive sales, marketing, GTM deliverables, and AWS partner alignment—accelerating AWS Marketplace success and positioning Qencode for sustainable growth by March 2025.

Option 1: Self-Execution with Advisory Support

For Qencode teams equipped to undertake the GTM activities independently, CloudAtlas provides a fully detailed plan that allows Qencode to complete each step of AWS Marketplace readiness and customer engagement activities in-house. In this scenario, CloudAtlas will deliver a clear roadmap with every task and milestone specified, and Qencode retains access to 4 hours of monthly advisory support through the AtlasExpress subscription to address key questions and maintain alignment.

Key benefits include:

Flexible Execution:

Qencode's team can choose the timing and resources allocated to each task within the GTM plan, adapting execution to internal schedules.

Ongoing Strategic Support:

With the 4-hour monthly advisory, CloudAtlas offers guidance on high-impact tasks or troubleshooting specific challenges, helping Qencode stay on track without needing to outsource the full workload.

Internal Team Engagement:

This option allows Qencode's internal team to engage directly with AWS Marketplace setup, content creation, and sales initiatives, building long-term GTM skills within the organization.

While this option reduces upfront costs, it places the full execution responsibility on Qencode's team, resulting in a significant operational load. Without the resources of a fully staffed Cloud GTM Services team, completion could take longer, and achieving a comparable level of expertise would require significant additional time and resources.

Option 2: Full-Service Engagement with CloudAtlas

In this option, CloudAtlas will operate as an integrated extension of Qencode's team to fully execute the three-month GTM plan, handling all tasks necessary to drive AWS Marketplace readiness, sales enablement, and customer engagement.

Costs and Commitment:

- **Total Engagement Cost:** $XXX
- **Total Hours:** 264 hours over three months (November 25, 2024 – February 24, 2025)
- **Ongoing Advisory Support:** After completion, Qencode will retain 4 hours of monthly advisory support to maintain GTM momentum

What's Included:

1. **Complete GTM Execution:** CloudAtlas will handle everything from AWS Marketplace listing setup and product positioning to competitive content creation, campaign development, and targeted sales outreach.
2. **Rapid, Expert Execution:** This engagement provides the equivalent of a fully staffed Cloud GTM Services team, valued at over $1M annually, for $40,000—representing an equivalent cost to hiring one $160K employee per quarter but with the efficiency and depth of a seasoned team.
3. **Goal:** To achieve AWS Marketplace readiness and secure Qencode's first AWS transaction by March 2025.

This option allows Qencode to fully leverage CloudAtlas's expertise and capacity, ensuring each component of the GTM plan is executed at high quality, on time, and with minimal demand on internal resources.

Both options aim to position Qencode for AWS Marketplace success and accelerated growth. Option 1 provides a full-service experience, rapidly accelerating AWS Marketplace and GTM readiness at a competitive cost, while Option 2 offers flexibility for Qencode to execute internally with advisory support from CloudAtlas

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Project Completion and Final Review

- Final weeks (weeks 13–14):
    - Project wrap-up and review of deliverables
    - Success feedback loop with closed deal analysis
    - Final Weekly Review: Summary of insights, achievements, and adjustments
    - Completion Date: End of week 14

End Deliverables

1. **Foundational GTM Content and Messaging**
   - **Product Overview One-Pager:** A concise document summarizing Qencode's core features, AWS Marketplace availability, and differentiators.
   - **Competitor Comparison Guide:** A visually engaging guide comparing Qencode to major competitors (Mux, Bitmovin, Elastic Transcoder) to highlight unique advantages.
   - **Persona-Focused Case Studies and Success Stories:** Compelling, persona-specific case studies and AWS Marketplace success stories demonstrating Qencode's benefits for key audiences (e.g., LMS providers, streaming services).
   - **Sales Script and Messaging Guide:** An internal document aligning sales teams with Qencode's key messages, competitive strengths, and value propositions.

2. **Campaign and Content Assets**
   - **Blog Series:** A collection of blog posts exploring Qencode's competitive advantages, AWS Marketplace benefits, and how it addresses specific customer needs.
   - **Whitepapers and Educational Materials:** High-value whitepapers and educational content on the cost and quality benefits of using Qencode within AWS.
   - **Social Media and Ad Campaigns:** Engaging LinkedIn posts, ads, and AWS Marketplace-focused email templates for targeted customer outreach.

3. **AWS Marketplace Integration and Optimization**
   - **Updated AWS Marketplace Listing:** A fully optimized AWS Marketplace listing, with clear messaging, case studies, and a tailored call-to-action.
   - **Dedicated AWS Marketplace Webpage:** A Qencode website page dedicated to AWS Marketplace benefits and tailored calls-to-action, maximizing conversion potential.
   - **SEO Optimization for AWS Marketplace Visibility:** Content adjustments to boost Qencode's search ranking on AWS-related queries.

4. **Structured Sales Support and Execution**
   - **Sales Call Support and Deal Structuring:** CloudAtlas will participate in calls with Qencode's team, provide competitive insights, and help structure custom offers.
   - **Post-Sales Follow-Up and Feedback Loop:** Establish follow-up practices to maintain customer engagement and gather feedback for continuous improvement.

5. **Specialized Training and Workshops**
   - **AWS Credits Optimization Workshop:** A workshop to educate customers on leveraging AWS credits with Qencode's features.
   - **Live Event and Encoding Optimization Workshops:** Sessions focusing on Incremental ABR and Auto-Subtitles for live streaming and other high-impact applications.
   - **Developer and CDN Integration Training:** Technical training on CDN integration and AWS Marketplace alignment, easing onboarding and maximizing platform benefits.

Expected Results

By systematically executing this GTM strategy and providing tailored sales and marketing support, CloudAtlas aims to:

Close a Deal Through AWS Marketplace by March 2025:

Through structured sales plays and targeted AWS Marketplace positioning, we aim to secure at least one AWS Marketplace deal.

Activate New Sales and Marketing Channels:

Enable Qencode to engage new customer segments and expand outreach efforts, resulting in increased PLG and SLG opportunities.

Enhance Qencode's Market Positioning:

Equip Qencode with messaging and content that reinforce its unique value in the marketplace, enabling it to compete effectively against established players like Mux and Bitmovin.

Optimize Sales Conversion Through Targeted Engagement:

Through tailored sales support, Qencode will be better positioned to engage high-value customers, leading to increased account expansion and new client acquisition.

Execution Plan

CloudAtlas will follow a detailed timeline to ensure deliverables are achieved efficiently. Each task is assigned specific timelines, starting with foundational content creation, followed by AWS Marketplace optimization, and progressing to targeted sales support and customer outreach campaigns. Weekly reviews will allow us to adapt and ensure alignment with Qencode's evolving needs, leveraging a completion date for all primary deliverables by early 2025.

With this robust, multi-faceted approach, CloudAtlas will provide Qencode with the resources, support, and strategies to capture market share effectively, engage high-priority customers, and leverage AWS Marketplace to reach growth objectives in the coming months.

Project Timeline for Qencode Expansion Strategy

Below is the timeline for the deliverables, structured across four primary workstreams. Weekly reviews are built into the timeline for alignment and coordination.

Dates

Start: Nov 25, 2024

End: Feb 24, 2025

1. Foundational GTM Content and Messaging (Weeks 1–3)

Week 1:

- Product overview one-pager
- Competitor comparison guide
- Persona-specific case studies
- AWS Marketplace success stories
- Initial Weekly Review: Project kickoff and alignment meeting

Week 2:

- Sales script development for team alignment
- Drafting competitive blog series
- Draft Press Release for AWS Marketplace announcement
- Weekly Review: Progress check and adjustments

Week 3:

- Whitepaper on cost and quality benefits
- LinkedIn post templates for AWS Marketplace
- Weekly Review: Assess content deliverables and finalize messaging

Digital Marketing and Campaign Assets (Weeks 3–6)

Week 3:

- Blog content for personas (e.g., LMS, streaming)
- Campaign asset design (Social Media and Email)
- Email series templates setup

Week 4:

- Customer acquisition email series content and flow
- LinkedIn ads and messaging for segment targeting
- Campaign-specific landing page design
- Weekly Review: Finalize digital marketing strategy

Week 5:

- Persona-specific campaign planning (LMS, streaming)
- CRM integration setup for outreach tracking
- Weekly Review: Optimize and adjust campaign content

Week 6:

- SEO optimization for AWS Marketplace page
- Weekly Review: Content performance review and adjustments

3. AWS Marketplace Strategy and Optimization (Weeks 5–8)

Week 5:
- AWS Marketplace listing update (case studies, CTA)
- Dedicated AWS Marketplace page on Qencode website
- Resource library and FAQ development

Week 6:
- SEO optimization for AWS Marketplace-related search queries
- Technical datasheets development
- Weekly Review: Initial AWS Marketplace deliverables review

Week 7:
- Developer-focused video tutorials (setup, integration)
- Partner webinar coordination with AWS
- Weekly Review: Adjust for any AWS-specific requirements

Week 8:
- Outreach and campaign planning with AWS
- Weekly Review: Final adjustments and AWS Marketplace assessment

4. Targeted Sales Enablement and Direct Customer Engagement (Ongoing)

Ongoing Weeks (Weeks 1–14):
- Sales call preparation and execution
- Proposal and deal structuring for AWS Marketplace
- Customer case studies and success stories sharing
- AWS co-sell engagement and strategic partnership collaboration
- Weekly Project Review: Continuous sales support and engagement alignment

Workshops and Training Sessions (Weeks 6–12):
- AWS credits optimization workshop (Week 6)
- Customized demo sessions for key customer segments (Weeks 7–8)
- Transition program and CDN integration training (Weeks 9–10)
- Persona-specific optimization workshops (LMS, News/Podcast) (Weeks 11–12)
- Weekly Review: Tailored feedback and adjustments based on session outcomes