Objective: Develop a clear and targeted persona strategy to effectively engage existing customers for account expansion, attract new customers using competitor solutions, and address specific persona needs for companies in video-driven industries. This approach leverages unique Qencode advantages such as AWS Marketplace accessibility, cost-effective scaling, and advanced technical features (e.g., automatic resolution).

Persona: Existing Customers — Account Expansion Opportunities

Description:

These customers are already using Qencode for basic video encoding needs. They have an understanding of Quencode's platform but may not be fully utilizing its more advanced features, such as automatic resolution options or AWS Marketplace purchases. They often operate within industries that have high and fluctuating video demands, such as LMS providers, influencer platforms, or live event companies.
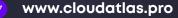
Goals:

- Maximize usage by introducing them to advanced features.
- Encourage additional purchases through the AWS Marketplace to use existing AWS cloud commitments.
- Position Qencode as a cost-saving choice for their expanding needs, especially compared to piecemeal competitors.

Key Opportunities and Messaging:

- **Automatic Resolution Options:** Emphasize how automatic resolution adjustments can reduce bandwidth costs while maintaining video quality, crucial for companies with extensive video libraries and high daily usage (e.g., LMS and religious services).
- **AWS Marketplace Advantage:** Communicate the ease of purchasing additional services via AWS Marketplace and the ability to utilize AWS credits. This provides direct cost savings and aligns with their cloud infrastructure.
- **Flexible Scalability and Cost-Efficiency:** Position Qencode as the choice for budget-conscious scaling, with clear, predictable pricing, and transparent usage metrics to manage costs effectively.

Strategies for Engagement:

1. **Quarterly Business Reviews (QBRs):** Schedule QBRs to highlight advanced features they are not using and demonstrate the cost savings of automatic resolution adjustments.
2. **Personalized Onboarding for AWS Marketplace:** Offer onboarding sessions that walk customers through the process of purchasing Qencode services via AWS Marketplace, leveraging existing AWS commitments.
3. **Usage Data Reports with Optimization Suggestions:** Provide monthly or quarterly reports showing usage data and suggesting ways to optimize usage (e.g., per-title encoding, CDN options), helping them realize savings and efficiency gains.

Persona: New Customers Using Competitor Solutions

Description:

These are potential customers currently using competitor platforms like Mux, Bitmovin, or Amazon Elastic Transcoder. They may be interested in exploring more cost-effective or efficient options but need a compelling reason to switch. Key personas include LMS providers, influencer platforms, adult entertainment, and sports streaming companies.

Goals:

- Persuade them to try Qencode by demonstrating clear cost and performance benefits.
- Position Qencode's AWS Marketplace availability as a seamless, integrated solution that aligns with existing cloud commitments.
- Showcase Qencode's unique technical advantages, like automatic resolution and per-title encoding, that reduce costs and bandwidth.

Key Opportunities and Messaging:

- Cost Savings through Per-Title Encoding: Emphasize the cost-saving potential of Qencode's per-title encoding, especially valuable for high-frequency video usage.
- Streamlined Procurement via AWS Marketplace: For AWS customers, stress the convenience of AWS Marketplace purchases and the ability to burn down cloud commitments, providing budget flexibility and cost recovery.
- Integrated CDN and Storage Options: Highlight Qencode's built-in CDN and storage as a streamlined alternative to managing multiple platforms and services, offering convenience and reducing operational overhead.

Strategies for Engagement:

1. **Comparison Campaigns:** Develop targeted campaigns (email, LinkedIn, and paid ads) comparing Qencode directly with competitors, focusing on cost savings, AWS commit utilization, and technical features like per-title encoding and automatic resolution.
2. **Targeted Free Trials or AWS Marketplace Credits:** Offer personalized trial periods or credits on AWS Marketplace to allow potential customers to experience Qencode's advantages firsthand, with minimal commitment.
3. **Demo Webinars for Specific Personas:** Run industry-specific webinars showing how Qencode outperforms competitor solutions for key personas (e.g., "Optimizing Video for LMS Platforms" or "Cost-Effective Video Encoding for Influencer Platforms").

Persona: Video-Centric Companies (e.g., LMS Providers, Influencer Platforms, Live Event Streaming)

Description:

These companies rely heavily on video content for customer engagement and revenue generation. They often need reliable, high-quality streaming solutions with cost-effective scalability due to high usage, variable demand, and specific requirements such as fast uploads, live streaming, and seamless playback.

Goals:

- Help them achieve high video quality with cost efficiency.
- Provide solutions that reduce operational complexity and integrate easily with their existing infrastructure.
- Showcase Qencode as the go-to platform for businesses that need both flexibility and high performance in their video operations.

Key Opportunities and Messaging:

- **High-Quality Video at Low Cost:** Emphasize Qencode's AI-driven encoding and automatic resolution options that reduce bandwidth usage while maintaining quality, allowing companies to scale without inflating costs.

- **Streamlined Platform for Content Management:** Highlight the advantage of Qencode's S3-compatible media storage and integrated CDN, allowing video-centric companies to manage all aspects of their content from a single platform.

- **AWS Marketplace Flexibility:** Position Qencode's AWS Marketplace availability as a seamless procurement and scaling option, especially attractive for AWS-heavy companies with large cloud budgets.

Strategies for Engagement:

1. **Industry-Specific Whitepapers and Case Studies:** Develop materials specific to video-centric industries (e.g., LMS and live streaming) that showcase Qencode's benefits over competitors, focusing on cost savings, AWS integration, and content management simplification.

2. **Direct Outreach to Key Accounts:** For high-value targets like Pluralsight, Patreon, or sports streaming services, conduct personalized outreach with tailored demos showcasing relevant Qencode features.

3. **Partner with Industry Events and Trade Shows:** Attend or sponsor events popular with video-centric brands, offering exclusive AWS credits or demo opportunities to showcase Qencode's advantages for specific industries.

Persona Summary and Targeting Ideas

1. **Existing Customers:**
    - **Target Persona:** Companies already using Qencode with potential for account expansion.
    - **Examples:** Customers identified in the CRM with frequent usage or specific service requests.
    - **Targeting Ideas:** Monthly usage reports, AWS Marketplace onboarding sessions, QBRs to explore additional features.

2. **New Customers (Currently Using Competitors):**
    - **Target Persona:** Companies currently using Mux, Bitmovin, or Amazon Elastic Transcoder, particularly those on AWS.
    - **Examples:** Influencer platforms, adult streaming, LMS companies.
    - **Targeting Ideas:** Competitive comparison emails, AWS Marketplace credits, targeted webinars by industry.

3. **Video-Centric Companies in Key Industries:**
    - **Target Persona:** Brands with high video usage requiring quality, reliability, and cost-efficiency.
    - **Examples:** LMS platforms (e.g., Udemy, Pluralsight), sports streaming companies (e.g., Flow Sports), influencer platforms.
    - **Targeting Ideas:** Case studies, industry-specific whitepapers, event sponsorships.

Additional Recommendations:

- **Data-Driven Outreach:** Regularly analyze usage and engagement metrics from the CRM and AWS Marketplace to identify potential upsell opportunities and adjust targeting strategies.

- **Case Study Development:** Create focused case studies for each major persona (e.g., LMS, influencer platforms) to demonstrate real-world Qencode advantages over competitors.

- **Feedback Loops for Continuous Improvement:** Establish feedback mechanisms with AWS and current customers to identify areas for improvement, further optimizing Qencode's offerings for these personas.