

Qencode GTM Materials and Strategy for Phase 2

Objective: Create robust marketing and sales materials to:

1. Establish Qencode as a cost-effective, efficient alternative to Mux, Bitmovin, and Amazon Elastic Transcoder.
2. Emphasize AWS Marketplace availability and commit utilization as a significant new differentiator.
3. Target high-priority customer personas to grow adoption among new and existing users.

Sales Enablement Assets

- **Product Overview One-Pager**
 - **Content:** Highlight unique features—AI-driven per-title encoding, built-in CDN, S3-compatible storage, AWS Marketplace availability. Emphasize time and cost savings, ease of use, and bandwidth efficiency.
 - **Use:** Email attachments, initial customer outreach, and follow-ups.
- **Competitor Comparison Guide**
 - **Content:** Clear side-by-side comparison with Mux, Bitmovin, and Elastic Transcoder. Showcase key differentiators (per-title encoding, all-in-one platform benefits, pricing transparency, AWS commit utilization).
 - **Use:** Marketing and sales discussions, website resource for download, LinkedIn lead magnets.
- **Case Studies & Success Stories**
 - **Content:** Develop detailed case studies for key personas (e.g., LMS, religious streaming services, influencer/adult platforms) demonstrating Qencode's impact on cost and quality improvements. Include AWS Marketplace integration as a recent, added value.
 - **Use:** Personalized outreach, downloadable resources on the website, AWS Marketplace listing.

Content Marketing Materials

- **Blog Series: "Why Qencode?"**
 - **Content:** Individual articles comparing Qencode's offerings against each competitor (Mux, Bitmovin, Elastic Transcoder), emphasizing savings, quality, simplicity, and AWS integration benefits.
 - **Topics:** Cost comparison, technical efficiency, developer support, and use case advantages.
 - **Use:** SEO strategy to attract comparison-focused search queries, website resource, LinkedIn promotions.
- **AWS Marketplace Announcement Press Release**
 - **Content:** Official press release highlighting Qencode's AWS Marketplace availability, benefits of AWS commit utilization, and cost efficiencies.
 - **Distribution:** Industry news sites, AWS Marketplace resources, email newsletter.
- **Educational Whitepaper**
 - **Content:** High-level document explaining how companies can reduce transcoding costs, improve video quality, and simplify workflows through Qencode's all-in-one platform on AWS.
 - **Use:** Lead magnet for website and LinkedIn, AWS Marketplace resource, outreach email attachments.

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Sales and Marketing Campaigns

- **AWS Marketplace Campaigns**
 - **Content:** Develop messaging around AWS Marketplace benefits (easy procurement, commit utilization). Create assets like social media graphics, email templates, and ads targeting AWS users looking for a transcoding solution.
 - **Use:** AWS co-marketing initiatives, LinkedIn campaigns, direct email outreach.
- **Customer Acquisition Email Series**
 - **Content:** Segmented email series targeting different personas:
 - Existing AWS users looking to save on their commit.
 - Competitor switch campaigns for users of Mux, Bitmovin, and Elastic Transcoder.
 - **Structure:**
 - **Email 1:** Introduction to Qencode's AWS Marketplace listing and key benefits.
 - **Email 2:** Customer stories with AWS integration benefits.
 - **Email 3:** Cost-saving comparison guide.
 - **Email 4:** Free trial offer with AWS credit.
- **LinkedIn Ads and Messaging Campaigns**
 - **Content:** Targeted messaging around AWS Marketplace, cost advantages, and technical ease of use.
 - **Target Audiences:** Developers, IT decision-makers, video platform managers in industries like education, religious streaming, and influencer platforms.
 - **Use:** Sponsored LinkedIn posts, InMail, and engagement campaigns focusing on each competitor's audience.
- **Persona-Specific Campaigns for High-Value Segments**
 - **Educational Platforms (e.g., Udemy, Pluralsight):** Emphasize AI-driven encoding and cost savings.
 - **Religious Streaming (e.g., Sardius):** Highlight ease of use, built-in CDN, and reliability.
 - **Sports/Live Streaming (e.g., Flow Sports):** Showcase low-latency streaming, CDN, and AWS commit utilization.
 - **Execution:** Custom landing pages, persona-specific messaging, and tailored outreach content.

Website and Marketplace Listing Updates

- **AWS Marketplace Listing Optimization**
 - **Content:** Add case studies, customer quotes, and a clear list of benefits on the AWS listing page. Include call-to-action (CTA) for demos and free trials.
 - **Use:** Improve visibility and drive AWS customer engagement.
- **Dedicated Website Page for AWS Marketplace**
 - **Content:** Create a landing page specifically for AWS Marketplace customers, detailing the benefits of buying through AWS and commit burn-down opportunities.
 - **Use:** Central resource for AWS-focused campaigns, SEO optimization.
- **Resource Library and FAQ Section**
 - **Content:** Add comparison guides, case studies, whitepapers, and FAQ related to AWS Marketplace and common competitor comparisons.
 - **Use:** Support for customer education and SEO purposes, persona-specific messaging, and tailored outreach content.



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Sales Tools and Developer Resources

- **Technical Datasheets**
 - **Content:** Specific technical datasheets explaining AI-driven encoding, CDN integration, and storage compatibility for developer teams.
 - **Use:** For sales to developers and CTOs, downloadable on the website, linked in emails.
- **Developer-Focused Video Tutorials**
 - **Content:** Tutorials on setting up Qencode for AWS, maximizing savings, and integration tips.
 - **Use:** Website, YouTube channel, and support for outreach to developer audiences.

Partner Co-Marketing Initiatives

- **Joint Webinars and Case Studies with AWS, Backblaze, and Contentful**
 - **Content:** Webinar series discussing transcoding optimizations, cost management, and workflow integration through Qencode and AWS.
 - **Execution:** Coordinate with partners for joint webinars and case studies highlighting complementary benefits.
- **Partner Program Outreach**
 - **Content:** Collaborate with AWS and Contentful for social media shares, customer webinars, and email promotions.
 - **Use:** Build credibility and broaden reach.

Execution Plan and Timeline

- **Weeks 1-2:**
 - Develop foundational materials (one-pager, competitor guides, case studies).
- **Weeks 2-3:**
 - Launch AWS-focused campaigns and update AWS Marketplace listing and website.
- **Weeks 3-4:**
 - Begin customer acquisition campaigns (LinkedIn, email), focusing on competitor-switch and AWS commit utilization messaging.
- **Week 4:**
 - Launch targeted LinkedIn ads and set up AWS co-marketing.
- **Ongoing:**
 - Refine content based on feedback, monitor engagement, and expand on high-performing materials.

Disclaimer:

While CloudAtlas will support content creation and guidance, marketing automation and direct execution will be handled by Qencode teams or trusted CloudAtlas partners.

