Meltwater Marketing
Opportunities and Discussion Points

Meltwater Brand Focus and Awareness
The current Meltwater message focuses on the general SaaS category as opposed to Meltwater-specific differentiators.   And, Meltwater is largely known through its direct sales interactions with prospects. There is a huge opportunity to complement this grass roots awareness with stronger brand focus and increased industry buzz built around a more powerful message that makes Meltwater stand out from the crowd, particularly with its target market. For example…

> Current Positioning: Meltwater is a global Software as a Service (SaaS) company specializing in disruptive productivity solutions. We develop no-nonsense software at a sensible price.
> Sample Future Positioning: Meltwater is a global provider of innovative SaaS solutions that help modern marketers create demand, connect with customers, and cultivate their brands.
>
> (Note: NOT a recommendation…just a half-baked example for illustration purposes)

Demand Gen: Integrated Inbound Marketing
Overlay inbound marketing on top of Meltwater's sales model, e.g., SEO…in 11 languages! Marketing support can be overlaid throughout the entire sales process, particularly with marketing automation lead nurturing and scoring built on top of the customer and product content described below.

Demand Gen: Customer Content and Engagement
Meltwater's primary customer base is marketing and PR professionals, who are by far the most cooperative and vocal brand advocates. There is great potential for better customer-focused content and community engagement, e.g., social marketing thought leadership, how-to tips, industry trends and news, customer spotlights and case studies, Facebook,LinkedIn and Twitter presence and a targeted influencer program.   This is not only important for branding and demand generation, but at this point in Meltwater's growth, it is a matter of credibility, i.e., eating your own dog food.

Demand Gen: Product Marketing
Meltwater has basic overview's of features with screen shots of each product on its website. There is great upside in expanding on product descriptions, particularly benefits and differentiators, but also more in-depth exploration of what the products can do through video. Deeper product content supports inbound demand generation, sales cycle acceleration and perhaps singularly important for Meltwater: sales training.

Meltwater Buzz Adoption Velocity
The social media monitoring and tools space is crowded and getting more crowded, so beyond general marketing opportunities, I think it's essential to tackle the challenge of owning this space. It's a land grab right now and Meltwater is well positioned to be very successful, however, that success will be directly proportionate to adoption velocity relative to other players like Radian6. So, a very aggressive adoption rate target needs to be backed by demand generation, sales cycle acceleration and rapid, successful customer on-boarding.