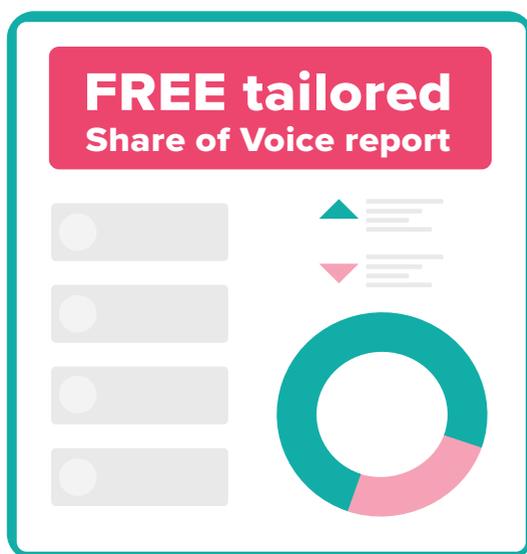


Scale out your storage marketing capacity!

tbt

Deliver more effective storage campaigns built on the right customer understanding, strategy and messaging with TBT Marketing



What we've done before...

Demand beyond expectation

Demand Generation Campaign for HPE Gen10 Servers & Storage

- Video, social posts, microsite and white paper
 - Drew in hundreds of prospects
- Exceeded lead delivery targets by 8%

[Read the case study](#)

Increased mindshare with flare

Exciting & disruptive storage campaign for Lenovo in Germany

- Integrated digital campaign featuring planning, message development, microsite, ads, social and LinkedIn Inmail

[Read the case study](#)

Connect with customer needs

Research shows **80%** of enterprises are planning to buy storage in the next two years to meet new challenges.¹ A wide range of vendors are vying for their attention – some are traditional, some are “born in the cloud” and offering flexible consumption models that entice many SMEs. It’s a highly competitive landscape.

Storage vendors need to show they understand enterprise needs and offer the right solutions, and messaging, for problems like:



Ageing/out-of-support products

Refresh solutions built on next-generation flash can be weather-proof for years beyond a typical storage lifecycle



Data outgrowing capacity

Elastic storage or multi-cloud solutions can help enterprises scale out flexibly and affordably



High Opex of managing legacy storage

SaaS and SDS solutions can help enterprises mitigate some of their rising operational costs

Build the winning strategy

To compete and win, you need to guide prospects on a journey to understanding why your products are better than the competition. It’s about positioning your storage offerings in a way that addresses real needs in the market. You also need to speak to individuals where they are on their buying journey.

That’s where TBT can give you a strategic leg-up. We help you:



Define a value proposition

That outlines exactly how you’ll soothe customers’ pain points



Create a content and messaging map

That serves every stage of the sales funnel



Get your demand-gen strategy right

So you can attract the right buyers to consider your solutions

What TBT does

We're a team of IT marketing experts crafting solutions that can help you increase awareness and mindshare for your storage products and secure more pipeline.

Our expertise...



Go-to-market expertise and consultancy

Messaging and value proposition development

Creating and auditing content

Promotional expertise: social, email, direct mail and more

OEM & alliance co-marketing know-how

Receive a FREE Share of Voice Report

Do you want to shape more of the conversation on storage?

Get started now by learning how your social and online news presence stacks up against other major storage vendors, and how you can tip the balance in your favour with a strategic plan of action.

We're offering you a free Share of Voice (SoV) report full of actionable insights and tailored recommendations to help you increase your brand's SoV and competitive mindshare. We can help align our recommendations with your 2019 marketing strategy and we'd be delighted to arrange a 30-minute conversation about other ways we can support you – including helping you to win more customers and generate more pipeline. Simply click '**request report**' or drop us a line at hello@tbtmarketing.com and include SOV in the subject line. We'll take care of the rest.



REQUEST REPORT