

Even The Best Marketeer Needs A Friend



CREMARC

Why Should I Read This?

The technology world is going through an epic digital transformation. This is creating tremendous opportunities for everyone in the sector and for marketers, it's a chance to become a marketing legend.

So why read on – because to become a legend you need to be both smart and brave. You need to be the best story teller, brilliantly creative, a genius with marketing tools, and know when and where to focus.

Marketing legends cannot do everything on their own. They need a best friend, a friend that will point them in the right direction.





Be a Story Teller

Content is king

Let's start with two new acronyms TLTR (too long to read) and TDTR (too dull to read). Without wanting to be rude, we believe that at least nine out of every ten pieces of content in the tech sector fits into one or both of these categories.

You have to fight hard to win the attention of your target audience. White papers won't cut it, nor will detailed datasheets. You need to tell your story in a way that's easy to read, talks in the language of the buyer and is compelling.

Tell a good story and people will come back for more. Once you've got their attention, then you can step them through the buying cycle.

This is why we don't have copywriters. We have story tellers that understand your proposition and create stories that your target audience engage with and relate to.



Be Creative

Your target audience will thank you for it

Before you can capture the mind, you must first capture the eye. You don't have to be whacky, but you do have to stand out from the crowd. Pretty pictures and great imagery will help but, more than that, you need to be brave and think differently.

Remember that there is no such thing as B2B marketing; your audience is a person and to appeal to that person you need to think like them. Being fun doesn't make you less professional, just more approachable.

As your friend, we will challenge everything we do together, always looking for new ways to tell your story and innovative ways to deliver it to your audience. For us, it's not about being good, it's about being brilliant.



Be a Genius

With the help of Marketing Automation

With the tools you have at your disposal, there's no reason why you can't be a marketing genius.

Marketing Automation enables you to inject science into marketing, segmenting your audience, targeting your messages and tracking every digital footprint of the prospect's journey. It enables you to identify the best performing formulas and use them to generate exponential results.

However, it's not the tools that make you a genius, it's how you use them and unfortunately, most companies are only scratching the surface in terms of what's possible.

We don't just love these tools, but continue to push the boundaries of what they can enable you to do. Our enthusiasm is infectious and our expertise will help make you a marketing genius.

A person wearing a blue jacket and goggles is looking through a telescope. The background is a blurred landscape with mountains and a bright sky. The text is overlaid on the left side of the image.

Be Focused on Your Target Accounts Through ABM

There comes a time when it's not just about casting your net wide for new opportunities - when you need to get focused and get the big deal in your sights.

Account-based marketing involves turning the tables and researching your target - knowing them intimately before you craft your story. You are then marketing not what you sell, but what they need and want.

One of our strengths is that we think like sales people and act like marketeers. We are meticulous at getting targets in our sights and then applying the right marketing tactics to generate high-value engagement in your market of one.

Where Does Cremarc Fit?

Your best friend

To be a marketing legend, you need to be the best story teller, brilliantly creative, a genius with marketing tools and know when and where to focus.

It's a tough ask on your own, but that's where we fit in. We're a marketing company focused solely on the technology sector – it's the world we know intimately.

We wrap ourselves around your marketing team.

We help you to think differently, to fix things that are broken and more importantly, we help you to execute brilliantly.

Our purpose is to be that best friend that helps you and your company to be legendary in your market.



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