

# Carving Out a New Product Strategy

## SmartReply Case Study

### Company Profile

SmartReply is North America's largest mobile marketing and mobile advertising provider, with the most comprehensive multi-channel solutions in the industry. Since our founding in 2001, we have earned the reputation for being innovative, while providing leadership in new media and marketing technologies, with recognized growth performance in and out of the mobile industry.

SmartReply has been recognized by these leading media organizations:

- Entrepreneur magazine's top 500 fastest growing companies
- Inc. magazine's 5,000 fastest growing companies
- "Best Use of Mobile Marketing" by the Mobile Marketing Association
- Marketer of the Year by the Direct Marketing Association
- Deloitte's Technology Fast 50 Program for Orange County

***"This process was very complete and will give us the direction we need to chart our long-term plan. The team from Egress has been instrumental to our business strategy."***

—Co-founder, Greg Wexler

### Business Situation

SmartReply executive team were at a product cross road; continue with the core solution and existing customers or increase the investment in a new offering and seek out adjacent market segments to accelerate the top line. The current practice of building products for market of one, had to change. The challenge: how to extend the life of the core business while targeting new markets with standard products.

### Technical Situation

Changes in the marketing department left a critical resource gap in the area of product marketing. The new marketing program would require expertise in product positioning and messaging. Additionally developing a targeted campaign would be necessary.

### Solution

P2 Energy needed a method to plan product launch activities and establish resource and specific roles for each launch project. Additionally, the leadership team needed a way to align marketing, sales and product management regarding product launch expectations, and deliverables.

In short, they needed a “Go-to-Market Playbook.” The playbook would standardize the language between product management, marketing communications and sales. It would also align stakeholders and establish a level of commitment for each product launch regarding objectives, content, and outcomes.

A classification scheme was needed to pre-define level of effort, type of sales tools and number and type campaigns for a specific product launch.

The new process would be implemented using standard templates and tracking tools accessible to all stakeholders.

Egress provided this capability

### **Services Provided**

- Conducted a complete assessment of existing products, processes and people
- Provided a clarification of stakeholders roles and responsibilities
- Provided a complete review of existing marketing programs
- Enabled refinement of product strategy
- Provided benchmark and scorecard of current products

### **Benefits**

The benefits of using Egress for this Product Strategy project were:

- Broad industry expertise in the information technology and mobile sector
- Evaluation of current strategy against an industry standard framework
- Actionable plan for success
- Align stakeholders to success with refined product direction
- Pinpoint the areas for quick success in product management