



Marketing

Product Marketing

The simple truth is that it is tough to market something without a full understanding of the whole product and service offering.

At **Copper Road** we provide **consultancy** and **workshops** for you and your teams to create a product marketing strategy that goes far beyond tech specs and connection speeds. We will work with you to craft a message that will resonate with your customers.

Product Experience

Great product marketing starts with a full understanding of the product; from where it is sourced, to the point where it discontinued.

The critical element often overlooked is the customer experience in choosing and purchasing your product, but how can you turn a one off purchase into a repeat buying pattern?

We will work with you through every element of the customer's product journey.

Get in touch

If you want to stand out from the competition, please get in touch by phone, email or through the website. We look forward to talking through your specific requirements.

Product Definition

Defining a product is much more than a spec sheet, and yet many times we see 'product marketing' as a copy of the suppliers technical details.

We will work with you to define;

- Product
- Supplier
- Commercials
- Support Materials
- Installation, provisioning and billing
- Customer support
- Other benefits