

# OPPORTUNITY ANALYSIS



IDENTIFYING MARKETING EFFICIENCIES



**VEGA**CONSULTING

# Opportunity Analysis: Identifying Marketing Efficiencies



## Leveraging business influentials to grow technology sales.

### THE CHALLENGE

Vega was asked by a large enterprise software company to do a market segmentation exercise to identify influencers inside a number of industries and corporations. The client believed that targeting the influencers would provide a higher marketing ROI creating more efficiencies in the sales cycle. Specifically, it was believed that business decision makers with significant internal and external influence indirectly impact business decisions on technology - well outside their direct span of control. Because the project was a pilot study, the methodology was new to the client.

### THE PROCESS

Vega designed and executed a thorough pilot study to test the hypothesis and validate business influencer impact on technology decisions. Vega first identified a set of potential business decision maker (BDM) influencers within the Manufacturing Services vertical through literature review and frequency of mentions within trade publications/journals. Once identified, the BDMs were surveyed to identify who influences them and who they influence vis-à-vis technology decisions. As new BDMs were identified, the survey was expanded, ultimately providing a comprehensive view of the structural elements in a broader influencer map.

### VEGA DELIVERS

After considerable time in the analysis and reporting phase, Vega was able to validate the original hypothesis, shedding light on the strong potential of a new strategic approach to the market. It was determined that programs directed towards this smaller set of influential BDMs could potentially provide greater marketing efficiency and effectiveness compared to traditional targeting. The findings further provided helpful insights into preferred sources of information used for technology related decisions among this select group of influential BDMs.

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