

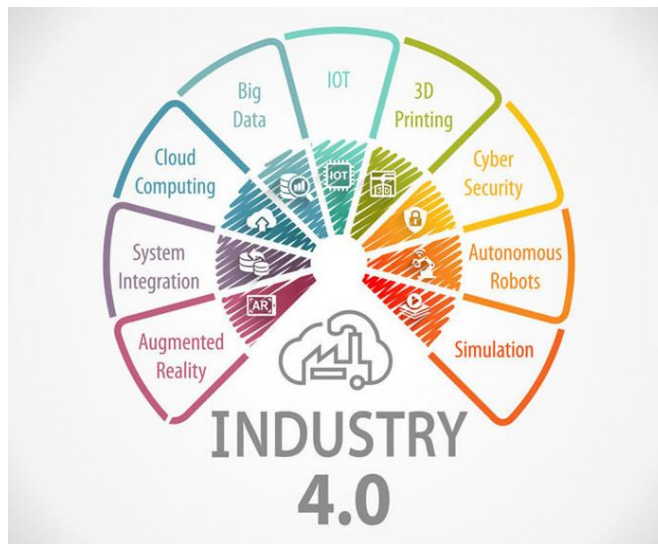
INDUSTRY 4.0 MARKETING

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Background Effectively marketing any product, service, concept, or idea requires a combination of communication skills, subject matter knowledge, and positioning skills. Marketing campaigns lacking any one of these three factors are deemed to yield poor results.

Subject matter knowledge is especially important when marketing to professionals and even more so when marketing products and services for emerging technologies, and intersections of new technologies present even more challenges.

Industry 4.0 is a “perfect storm” of new technologies intersecting: Internet of Things (IoT), big data analytics and machine learning. Being able to position and communicate the benefits of a provider’s Industry 4.0 products and services not only requires a keen understanding of the advantages that these new technologies bring to manufacturers, but also a keen understanding of the legacy technologies in use.



The Challenge The client had no market visibility and brand awareness in the market for its Industry 4.0 Smart Manufacturing IIoT edge and cloud products services, and lacked critical product marketing collateral, including datasheets, white papers, case studies, news releases, etc.

The Process Senzo Labs helped the client understand its core competence and mapped out product & business strengths and weaknesses. Based on that clear and concise positioning messaging was created for the company, its products and services, and a marketing campaign was formulated and executed to increase brand and product awareness.

The Solution Senzo Labs created a comprehensive set of white papers and case studies that explained the benefits of Industry 4.0, the client’s product technology, unique product features and how its products and services help its customers maximize profits from their manufacturing lines. Senzo Labs also created informative product datasheets, product, and corporate presentations as well

as effective news releases. In addition Senzo Labs completely redesigned the client's website with a modern look and feel, easy to find products and product features, market segment-specific product positioning and company branding.

The Outcome The client was named twice in a row by prominent industry news magazines, among the topmost promising companies to watch in the Industry 4.0 Smart Manufacturing solutions space. As a result of this increased brand awareness the client was able to close mutually beneficial partnerships with Fortune 500 companies that it had been pursuing unsuccessfully up till then, as well as expand its customer funnel.