

## Whitepaper Executive Summary



# To Compete With the Software Giants, Budget Isn't Everything. Maybe You Just Need to Be At the Right Place At the Right Time. Here's How You Do It.

Most buyers in the enterprise software space wait until a triggering event happens to begin even contemplating buying a solution. Whether it be a data breach, broken code, the need to update legacy systems, or a fine for non-compliance – it's usually these events that motivate prospects to enter the sales journey.

For the small software vendor, the key to competing with the software giants is dedicating your marketing resources to making sure your brand is positioned at the right place at the right time to meet these prospects when they're in their moment of need.

Unlike most multi-national corporations, you likely don't have the resources to be everywhere all the time with your branding and marketing. Even with the best software products, the journey to rank high in targeted search results is often a Sisyphean endeavor. And simply showing up in front of your prospects' faces is a small part of the battle. You have to create a lasting

impression with the right content to be a consideration when their sales journey begins.

To create that lasting impression, one thing you should be doing is spending a portion of your marketing resources on trying to get your logo to come across your prospects' screens at least once a day. This can be done through relatively inexpensive social media posting or PPC advertising. And once your prospects are ready to engage in more in-depth content, you can move them along in the sales cycle with increasingly targeted, pertinent messaging to address their specific business needs, ultimately turning them over to your sales team.

In our latest whitepaper, "SMB Software Vendors: You Don't Need a Big Budget to Compete With the Giants, But You Do Need to Be At the Right Place At the Right Time" we walk you through how to get the most out of your marketing investments to compete with the heavy hitters in your industry.



We work exclusively with small to medium-sized software vendors and we know that once you're a contender, your superior customer service and agility are enough to win over leads. Our expertise is in helping you get there.

You'll find the following five affordable ideas to help your SSV stay top of mind and punch above your weight in this whitepaper.

- Measure branding
- Do something to build your brand and do it now
- Why content is king and how to make it work for your business
- Communicate how your product solves a problem or meets a need
- Have a carrot to dangle

You'll find five more tips and full explanations and more in this latest whitepaper.

[Read Whitepaper](#)

## About PMI

Perri Marketing, Inc. is a full-service technology marketing firm with over a decade of experience in helping SSVs outcompete their larger competitors, and we understand the challenges these organizations face in today's marketplace.

Our roots are steeped in micro-businesses and tech, making PMI the perfect solution for small to mid-sized businesses ready to up their marketing efforts but not yet ready to commit to the risk of hiring a full-time team. We understand the need to outsource some essential services, and marketing is included in the as-a-service play in our offerings.

To learn more about our Marketing-as-a-Service philosophy or to schedule a free consultation today, visit [perrimarketing.com](http://perrimarketing.com) for more information.

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