

Sell different, not similar

#TechBytes is a nine-part video mini-series that shares nine simple steps any business can apply to generate qualified leads and a steady stream of top-of-funnel prospects.

“...you need to be different. That brings to the table a concept of category design thinking – what problem can you market better than the competition? If you can do that then you will be accredited with the solution. So be different”

You can't be everything to everyone. If you try, you ultimately become invisible.

You have to market *different*. When you're similar to everybody else, the market simply won't care about what you do and what you have to offer. You'll always feed off the scraps of the available market potential, which is what too many businesses do.



Most tech companies either rely on first mover advantage, but this very rarely works when they are marketing their solutions in a similar way to their competitors. Talking features and benefits is no longer enough either, you have to prove that your solution is different and that you can solve a new problem your customer has and ideally one that they don't know they have yet. This is called category design.

Companies that are different gobble up all the economics of their market. Uber, AWS and Salesforce own the markets that they play in because they marketed a different problem, one that their customers didn't even know they had yet. Once the story was told and people bought into it however, these giants were accredited with the solution to the problem. This is category design in action.

Also crucial to your success to multiple messages across multiple platforms to maximise reach and an iterative agile approach with the ultimate goal of lead generation front and centre of all campaigns.

Here is Episode 2 of #TechBytes

[Sell Different. Not Similar by #TechBytes - powered by Digital Kungfu](#) from [Digital Kungfu](#) on [Vimeo](#).

Watch Episode 1: #TechBytes: [The Need for Speed for B2B and Lead Generation](#).

Download the full white paper “[Inside B2B Lead Generation 2019](#)”, researched and produced by [Digital Kungfu](#), a purpose-built lead generation company for tech businesses.

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