



Start-up Marketing

Embracing the Art & Science of Marketing

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A Reformed Enterprise Software Exec

- SaaS vs. SW
- B2B vs. B2C
- Brand & POV
- Design Led

logentries

LogMeIn®

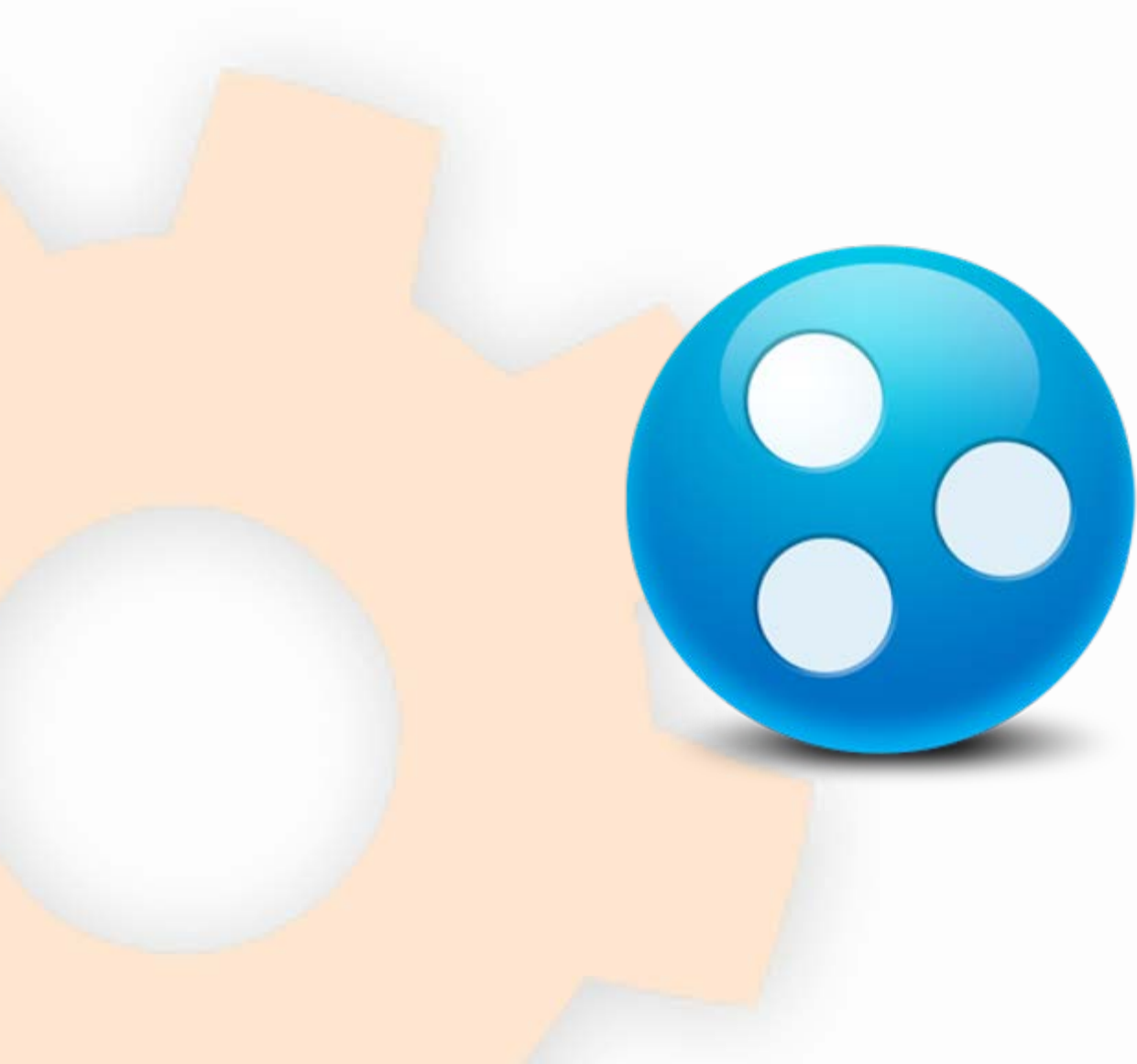


IMlogic



accenture

VPN Software



The .18%



- The Context
 - Analyzed 22B log events across 6,000 Heroku apps
 - 99.82% were signal noise, with .18% very important
- The Opportunity
 - The needle in the haystack
 - A clearly recognized pain
 - Controversial point of view

Hat-tricks

Hat trick *noun, origin: 1875-80*

- : the retiring of three batsmen with three consecutive balls by a bowler in cricket
- : the achievement of a positive feat three times or more during a game,
- : other achievements based on threes

Hat tricks in marketing (aka 'marketable moments')

1. Engaging existing customers or users
2. Converting prospects into customers
3. Improving awareness and acquiring customers

The Birds & the Bees

- Educational content
 - Where logs come from
 - How to collect them
- A bit of controversy
 - Agents vs. agentless
 - Domain expertise
- Leads to a top blog post
 - Retweeted
 - Follow-on discussion



Chocolate Bar Economics

Chocolate Bars Eaten	Marginal Chocolate Utility	Total Chocolate Utility
0	0	0
1	100	100
2	50	150
3	25	175
4	5	180

Log Management & Analytics Marketing Economics

- It's about them, not us
- Focus on providing utility
- Recognize more isn't always better
- Create interesting combinations to increase satisfaction

You Get What You Pay For

- **Organic Growth vs. Paid Growth**
 - Invest for the long term
 - Be careful quantifying your efforts
 - Marginal costs will catch-up with you
- **Linking Culture, Brand & Go-to-Market**
 - Value first
 - Authenticity
 - Credibility

In Summary

Start-up Marketing Is Both An Art & Science

1. Understanding your target helps provide value
2. Look for key insights
3. Marketable moments can be anywhere
4. Controversy can be a good thing
5. Organic marketing can be the most valuable



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