

IDC ACCELERATOR SUCCESS STORY

Go-to-Market Strategy

Challenge:

A disruptive mobile HR company with an innovative productivity platform for front-line workers needed to develop a clear product description and compelling value proposition for their go-to-market strategy.

Identifying the right buyers and reaching them through awareness and demand-generation activities was another challenge.

IDC Solution:

The company worked with IDC analysts to develop research-driven content marketing assets and collaborated with IDC to help refine the brand story and identify key target audiences.

Outcome:

The customer created an analyst-supported narrative and strategy that enabled the company to reach new buyers and increase competitiveness in a compressed timeline, while also optimizing their long-term growth strategy in the context of broader industry trends and themes.

The company also successfully leveraged IDC data and messaging in their latest round of seed funding and drove revenue pipeline using the content created by IDC analysts.

“

When you want to create a new category, Analyst Relations (AR) is very important. I manage AR myself and don't have a lot of time. When I heard we can identify the top 3 analysts and get a whitepaper for demand gen, I thought this was perfect.

”

Successfully go-to-market

Ready to launch your product or service?

IDC's Accelerator Program can help

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