



The 2021 Digital Marketing Playbook For Product Teams



You have a product and you know how awesome it is. But if you're the only one who knows about it, then how are you going to sell it? How to promote a product when there are thousands of competitors out there? Merely having a great product is not enough. People need to know about it. The only way people are going to know about it is if you market it to them.

So what's the plan? You need to find the best and most efficient platforms available on how to promote a product—your product. And that's where digital marketing comes in.

We've built a digital marketing strategy playbook for product teams to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.

— THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

01

Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

02

Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

03

Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

04

Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

01

Brand Identity + Creative

A successful product and brand strategy develops brand awareness and identity that sets your products apart from the countless others solely based on brand name. A well-designed strategy repeatedly reminds potential and current customers why they should purchase your product over others with similar characteristics. The brand name compels a customer to buy a product based on his emotional ties to what the brand implies, not necessarily quality or price

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Customer Journey Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Strategy](#)

02

Web Design + Development

Your product website design is important because your customers care about design. Whether consciously or not, we all react to visuals, and people are naturally drawn to good design. When it comes to your website design, studies have shown again and again that users quickly judge your business based on visuals alone, and will often stop using your site if it's poorly designed.

Click on an item for a full definition page with tools and helpful links.

- | | |
|--|---|
| <input type="checkbox"/> <u>Website Development</u> | <input type="checkbox"/> <u>CRM Integration</u> |
| <input type="checkbox"/> <u>eCommerce Development</u> | <input type="checkbox"/> <u>Martech Integration</u> |
| <input type="checkbox"/> <u>Lead Generation/Lead Capture</u> | <input type="checkbox"/> <u>Schema Markup Development</u> |
| <input type="checkbox"/> <u>Landing Pages</u> | <input type="checkbox"/> <u>301 Redirect Mapping</u> |
| <input type="checkbox"/> <u>ADA Accessibility Compliance</u> | <input type="checkbox"/> <u>Technical SEO</u> |
| <input type="checkbox"/> <u>Virtual Tour/Experiences</u> | <input type="checkbox"/> <u>Performance Optimization</u> |

03

Digital Marketing

Whether you're a hot new investing app, a game changing changing medical device, or a new AI powered fraud detection platform for the finance industry, digital marketing is absolutely essential to your growth, user adoption, staying power and success. Reaching new customers, and even potential investors via email, maxing out your visibility in search engines, and driving engagement on various social channels are just a small sampling of tactics startups should be considering to continuously develop and expand on their revenue and brand awareness.

Click on an item for a full definition page with tools and helpful links.

- | | | |
|--|--|--|
| <input type="checkbox"/> Organic SEO | <input type="checkbox"/> Demand Generation | <input type="checkbox"/> eCommerce Feed Management |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Google Tag Manager |
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> PPC / Display Ads | <input type="checkbox"/> Retargeting |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Influencer Marketing | <input type="checkbox"/> Lookalike Audiences |
| <input type="checkbox"/> Paid Social | <input type="checkbox"/> Integrated Marketing Stacks | <input type="checkbox"/> Channel Development |
| | | <input type="checkbox"/> Blogging |

04

Strategy + Analytics

The ability to process every data point related to your startup's marketing efforts is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your search results, all the way to the moment they sign up for your platform, through to when they've used that sticky feature to bring their friends into your system as well? Platform Feedback, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your app / platform, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- | | |
|---|--|
| <input type="checkbox"/> Strategy Development | <input type="checkbox"/> Competitive Research |
| <input type="checkbox"/> Analytics + Tracking | <input type="checkbox"/> Capabilities Assessment |
| <input type="checkbox"/> Martech Stack Auditing | <input type="checkbox"/> ROI Tracking + Reporting |
| <input type="checkbox"/> Customer Profiling | <input type="checkbox"/> Webmaster Tools |
| <input type="checkbox"/> Compliance Management | <input type="checkbox"/> Data Studios + Dashboards |

— SO HOW'S IT GOING?

Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)

— SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

Brand Identity + Creative

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

Web Design + Development

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

Digital Marketing + Advertising

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

Strategy + Analytics

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)