

Marketing Standup

The Challenge

Hera Software launched operations in late 2020. When engaged, HeraSoft had no marketing systems or assets in place. The sales team needed collateral and an online presence to engage potential customers and legitimize the company.

The Solution

This was case of “we need everything now”. However, the only way to bring order to chaos is to develop a plan. In this case, a content development plan.

- Reviewed the product suite and sales pipeline.
- Conducted an audit of competitive marketing materials.
- Met with sales to determine their initial and future needs.
- Participated in sales calls to discover questions and needs of potential clients.

Using these inputs, an 18-month prioritized content/asset development plan was created and published. We also developed standards, procedures, and a style guide to build the brand, maximize effort, and control costs.

The Result

The website was launched within 45 days. We effectively created 3 to 5 assets per month including [videos](#), sales decks, [infographics](#), product sheets, and [case studies](#). Developed iconography. Created a standard asset group for each product to align with customer preferences. Landed first sales within 90-days of deployment and engaging with prospects in deals ranging from \$300K to \$500M.

The Customer

Hera Software is an enterprise software startup in the blockchain and distributed computing space. Their products provide a “trust-layer” of security that can be fitted to existing, legacy systems. Use cases include cyber security, logistics, gamification, and finance.

