Are You Market Ready?

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Get Focused

www.mymtrl.eu

@MyMTRL
What is Readiness?

“The state of being fully prepared for something.”

My project is READY to take action.
Practical Exercises: Know Your Environment

- Your Customers
  - Ideal Customer Profiles
  - Target User Profiles

- Your Market
  - Market Landscape
  - SWOT Analysis

- Your Business
  - Business Model Canvas
  - Value Proposition
Demonstrating Results & Traction

Your MTRL Trajectory

Ask questions about MTRL to:

@MyMTRL

#CloudWatchSummit
Generating New Leads

ATTRACTION
- Blog
- Keywords
- Social Publishing

CONVERSION
- Forms
- Calls-to-Action
- Landing Pages

CLOSING
- CRM
- Email
- Workflows

DELIGHT
- Surveys
- Smart Content
- Social Monitoring

Strangers → Visitors → Leads → Customers → Promoters
Key Takeaways

1. Take an MTRL Assessment. Get Support.
2. Download the Checklist from mymtrl.eu
3. Talk to us at lunch. We’re here to help.
Need help with exploitation planning?

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