Marketing for NLPs

- Italo Vignoli

Technology Adoption Life Cycle

The early market

The mainstream market

Chasm

Technology enthusiasts

Visionaries

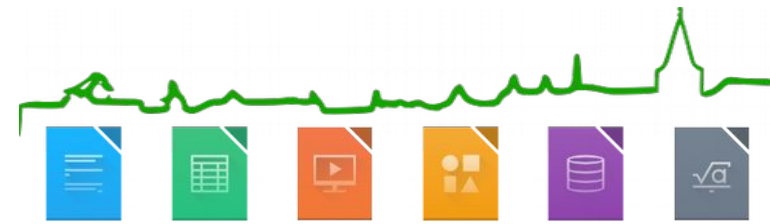Pragmatists

Conservatives

Skeptics
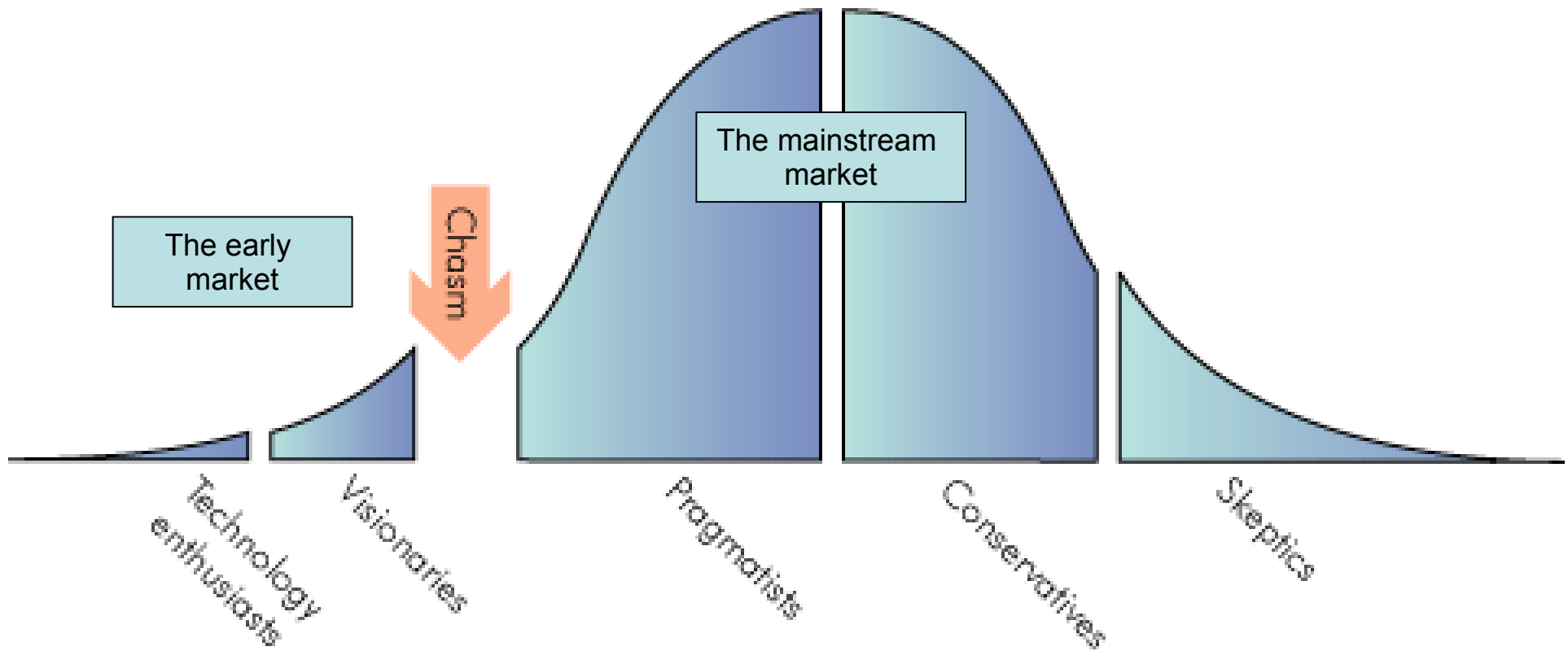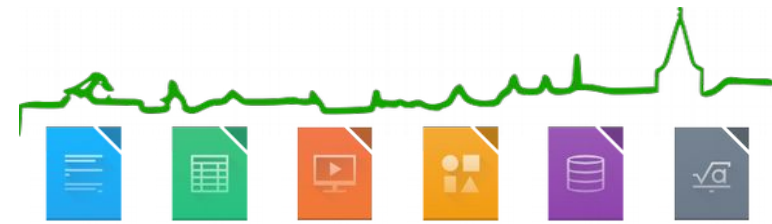
User Profiles
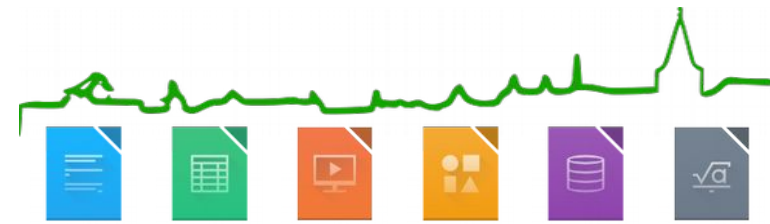
- Technology Enthusiasts
  - People who are fundamentally committed to new technology on the grounds that it is bound to improve our lives
- Visionaries
  - True revolutionaries in business and government who want to make a break with the past and start a new future

User Profiles

- Pragmatists
  - Make the bulk of all technology infrastructure purchases, neutral about technology, look to adopt innovations only after a proven track record
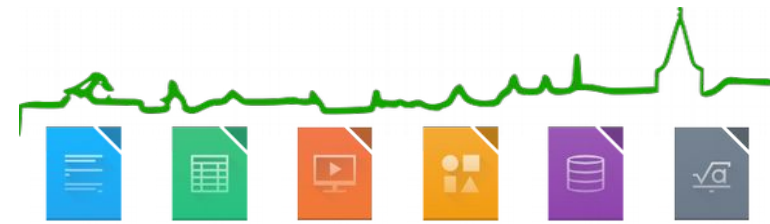- Conservatives
  - Pessimistic about the ability to get value from technology investments, price-sensitive, highly skeptical, and very demanding
- Skeptics
  - Critics, not potential customers, goal of hi-tech marketing is not to sell to them but to sell around them
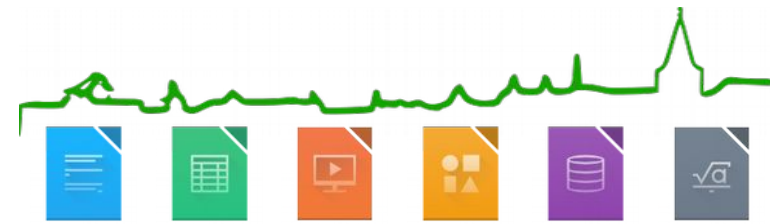
Chasm Creators

Visionaries
- Intuitive
- Support revolution
- Contrarian
- Break away from pack
- Follow own dictates
- Take risks
- Motivated by opportunities
- Seek what is possible

Pragmatists
- Analytic
- Support evolution
- Conformist
- Stay with the herd
- Consult with colleagues
- Manage risks
- Motivated by problems
- Pursue what is probable

Summary

- Forces at different stages call for different strategies
- The early market calls for tailored products: technology enthusiasts and visionaries want something special
- Crossing the chasm and reaching the late market means creating the perfect solution for pragmatists
- Make sure that pragmatists are happy to ensure success in the conservative market
- To reach the products potential, aftermarket development is essential

Thank You

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