Ignite

The
Marketplace
Growth
Conference

Standing out from the crowd in the Atlassian ecosystem

Effective strategies to leverage branding for sustained growth

brighttail

What we'll talk about

01

Building a memorable
brand identity

02

Positioning your brand for
success

03

Enhancing customer
engagement and loyalty

04

Adapting and innovating
your brand

05

Insights from industry
leaders

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Hello 👋

0 **years in the ecosystem**

1ˢᵗ **time leading a rebranding and a spin-off**

Rebranded Valiantys, then splitted the Valiantys Software brand and company into Elements

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1ˢᵗ **time taking a new app to market**

had to launch Elements Spreadsheet 6 months after joining

2013 Julie

Rookie marketer

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Hello 👋

Julie d'Antin

Chief Strategy Officer
Elements

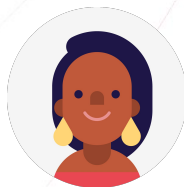**12+** years in the ecosystem

1ˢᵗ **Marketing leader at Valiantys**

Rebranded the company (previous) to reposition upmarket and internationalize the brand

1ˢᵗ **Marketing leader at Elements**

- Spun off Valiantys Software into Elements
- Created the initial branding with an agency
- Refreshed and evolved the brand ever since

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The pursuit of uniqueness

"
I need checklists in Jira

Building a memorable brand identity

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A **brand** is the set of expectations, memories, stories, and relationships that, taken together, account for a customer's decision to **choose one product or service over another**.

Seth Godin, *"This is Marketing"*

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"

Brand identity is the **outward expression** of a brand, including its name, trademark, communications, and visual appearance. It is how the company wants to be perceived by customers.

Marty Neumeier, *"The Brand Gap"*

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Naming your app

Do's

- Ensure the name is easy to pronounce and remember – and **not just for native english speakers**.

- Make the name relevant to the **function** of the app.

- Check for trademarks, domain availability and **SEO potential**.

- Check for Marketplace characters **constraints** and keep it short.

Don't

- Avoid overly complex, long or vague names.

- Don't copy or closely mimic **competitors names**.

- Avoid names that are **hard to spell** or search for online.

- Don't overlook **Atlassian guidelines** for using parent products names

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3 effective naming strategies

Company brand + product function	Product brand + product function	Evocative product brand
Elements Copy & Sync	Scroll Documents	Scriptrunner
EasyAgile Roadmaps	Comala Document Management	EazyBI
Refined sites		JXL

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Crafting your app logo

The 4 things to remember

- It needs to fit in a <u>square</u>

- Account for the most <u>frequent displays</u>

- Think about your portfolio as a <u>consistent</u> suite

- Convey some <u>meaning</u> while remaining <u>simple</u>

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Testing how your logo is perceived by your target audience

Lyssna

≣ 1.1. Long text question **REQUIRED**

Tell us what this proposed logo evokes you (anything that comes to your mind)

≣ Answers **22**   🏷 Tags **0**   ☁ Word cloud

☑ Select all   🔍 swa   ✕   Add/edit tags

☐ reminds me of swastika

Filters   Participants

Location
☐ United Kingdom 15
☐ Germany 5
☐ United States 1
⌄ Show 1 more

Age range
☐ 25–29 4
☐ 30–34 5
☐ 35–39 3
⌄ Show 5 more

Gender
☐ Male 11
☐ Female 11

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Beyond the basics: taking your brand to life

Typography

Colors

Logotypes

Illustrations

Products interfaces

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Establishing a consistent brand voice & tone

You're probably several employees behind the curtain, creating content for your brand.
If you don't want your brand to sound schizophrenic…

craft a tone and voice guideline
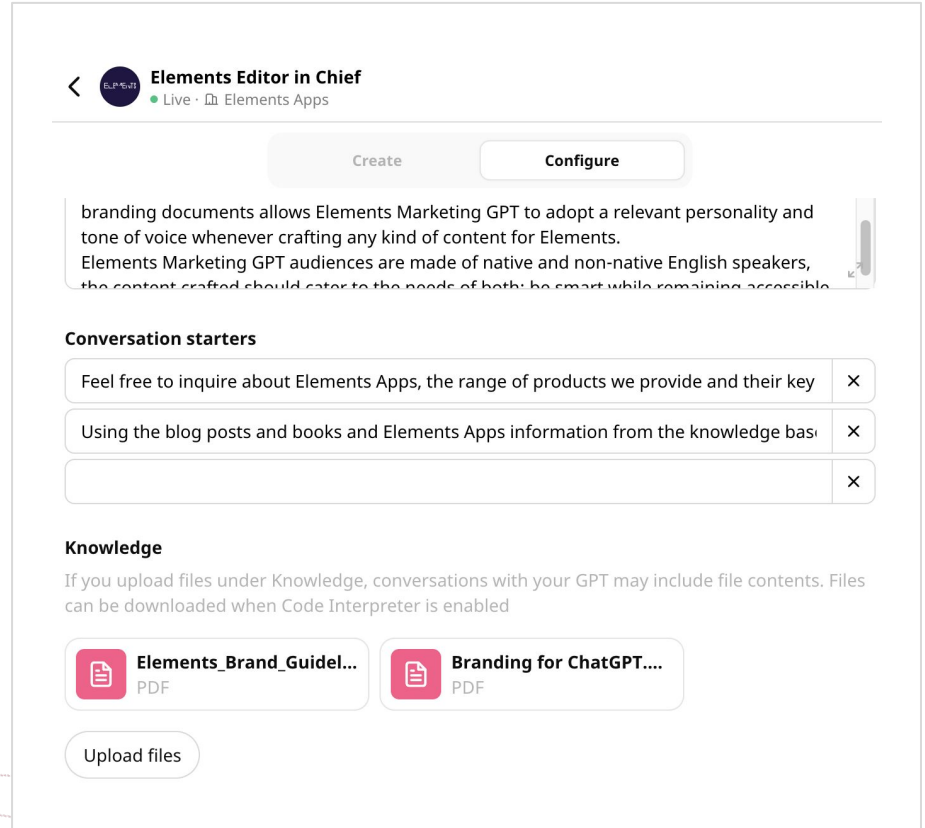
Brand voice characteristic	As opposed to	Details
Helpful	Boastful / self centered or condescending	Content should be helpful, not trying to impress someone with jargon or expressing disdain for how ignorant the person is. Sharing out knowledge is done to help lift up the other, not put a spotlight on ourselves.
Human	Machine	We can share lessons learned, obstacles faced, small and large victories, insights from other disciplines or vendors and what is going on besides our app sales.
Straight-talking	Unforthcoming	Copy should contain information or help illustrate an idea with a focus on getting to the point efficiently, without fluff that just adds to the character count.

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Establishing a consistent brand voice & tone

ChatGPT

As your editor in chief

Elements Editor in Chief
● Live · 🗂 Elements Apps

Create | **Configure**

branding documents allows Elements Marketing GPT to adopt a relevant personality and tone of voice whenever crafting any kind of content for Elements.
Elements Marketing GPT audiences are made of native and non-native English speakers, the content crafted should cater to the needs of both: be smart while remaining accessible,

Conversation starters

Feel free to inquire about Elements Apps, the range of products we provide and their key | ✕

Using the blog posts and books and Elements Apps information from the knowledge base | ✕

| ✕

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

📄 **Elements_Brand_Guidel...**
PDF

📄 **Branding for ChatGPT....**
PDF

Upload files

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Positioning your
brand for success

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Positioning defines how your product is a **leader at delivering** something that a **well-defined** set of customers cares a lot about.

April Dunford, *"Obviously Awesome"*

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Defining and communicating your Unique Selling Proposition

Understand your target audience and market

Highlight customer benefits over features

Test your USP with your audience

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What are they the best at? 💪

Custom Chart for clear and nice looking reports built in minutes by project managers
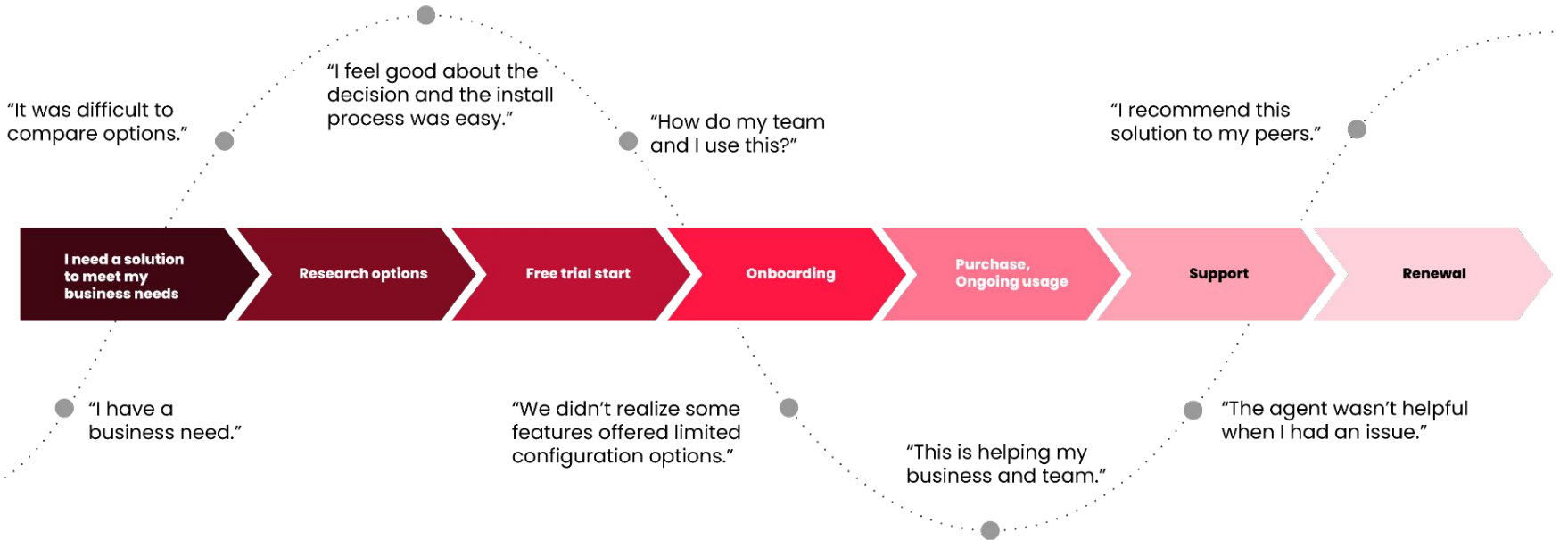
VS

eazyBI

two reporting solutions for two different audiences

EazyBI for in-depth analysis conducted by tech-savvy analysts

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Enhancing customer engagement and loyalty

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Building strong relationships with customers, across every touchpoints

"It was difficult to compare options."

"I feel good about the decision and the install process was easy."

"How do my team and I use this?"

"I recommend this solution to my peers."

| I need a solution to meet my business needs | Research options | Free trial start | Onboarding | Purchase, Ongoing usage | Support | Renewal |

"I have a business need."

"We didn't realize some features offered limited configuration options."

"This is helping my business and team."

"The agent wasn't helpful when I had an issue."

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Creating a community around your brand

« How to stand out when everyone sounds the same? How to connect when everyone wants to sell?

I encouraged my team to be their true authentic selves (more work than people appreciate) and knew that we'd build an inspiring tribe, amazing to those who wished they had the courage to break from corporate impersonating. »

Chris Cooke
Cofounder & CEO at Old Street Solutions

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Cross-selling

The difference between upselling and cross-selling

BURGER	CHEESE	PICKLE

BURGER	FRIES	MILKSHAKE

Upselling

Cross-selling

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Cross-selling technics

01

Offer discounted bundles

Create special packages that combine apps. Highlight the cost-saving benefits along with the extra value and enhanced customer experience.

02

Personalize your cross-sell offer

Tailor your recommendations to each customer based on their purchase history, and behavior.

03

Leverage social proof

Display testimonials from satisfied customers who have benefited from complementary products.

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Adapting and innovating your brand

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Keeping your brand relevant in a changing market

ELEMENTS
Leave the hard work to us
Our Jira and Confluence apps help you streamline your processes
Gold Top Vendor

ELEMENTS CONNECT

ELEMENTS PUBLISH

ELEMENTS COPY & SYNC

ELEMENTS OVERVIEW

ELEMENTS SPREADSHEET

ELEMENTS PULSE

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Keeping your brand relevant in a changing market

Simplify ITSM 📣

Amplify Satisfaction

The challenge of
RENAMING

——

Probably the riskier brand challenge

——

Assess carefully the opportunities unlocked and the effort to put to make it a success

——

Be prepared for a long transition period where customer will search you with your old name

——

Make every interaction the opportunity to remind customers of the change a why it occurred for a while

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Measuring brand performance

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Top metrics to track brand growth and success

Brand Awareness

Why it matters
High brand awareness drives growth by making your app more discoverable to potential users.

Customer Retention Rate

Why it matters
High retention rates indicate strong customer loyalty and satisfaction, both of which are key indicators of brand strength.

Reviews and ratings

Why it matters
High ratings and positive reviews are essential for building trust and credibility. They also provide insights into customer satisfaction and areas for improvement in your app.

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Insights from industry leaders

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Tempo

Streamline your workflow,
in and out of Jira

Joe Ford
Director of Brand and Content

The challenge

- Consolidate several brands from acquisitions
- Elevate Tempo to an enterprise-grade brand

The results

- A modern, fresh and consistent brand that feels enterprise deployed across every displays created in partnership with an agency

The learnings

- Remain open-minded during the process and welcome the ideas of others. Debate.
- Focus on the thing you know matter as a marketer, and hold your positions on it
- Plan for a few weeks of buffer before the release

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What will you do next quarter to make your business stand out from the crowd?
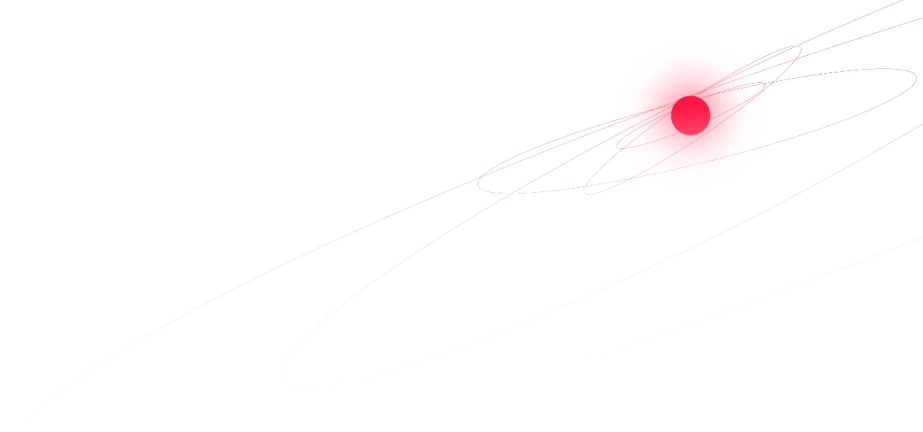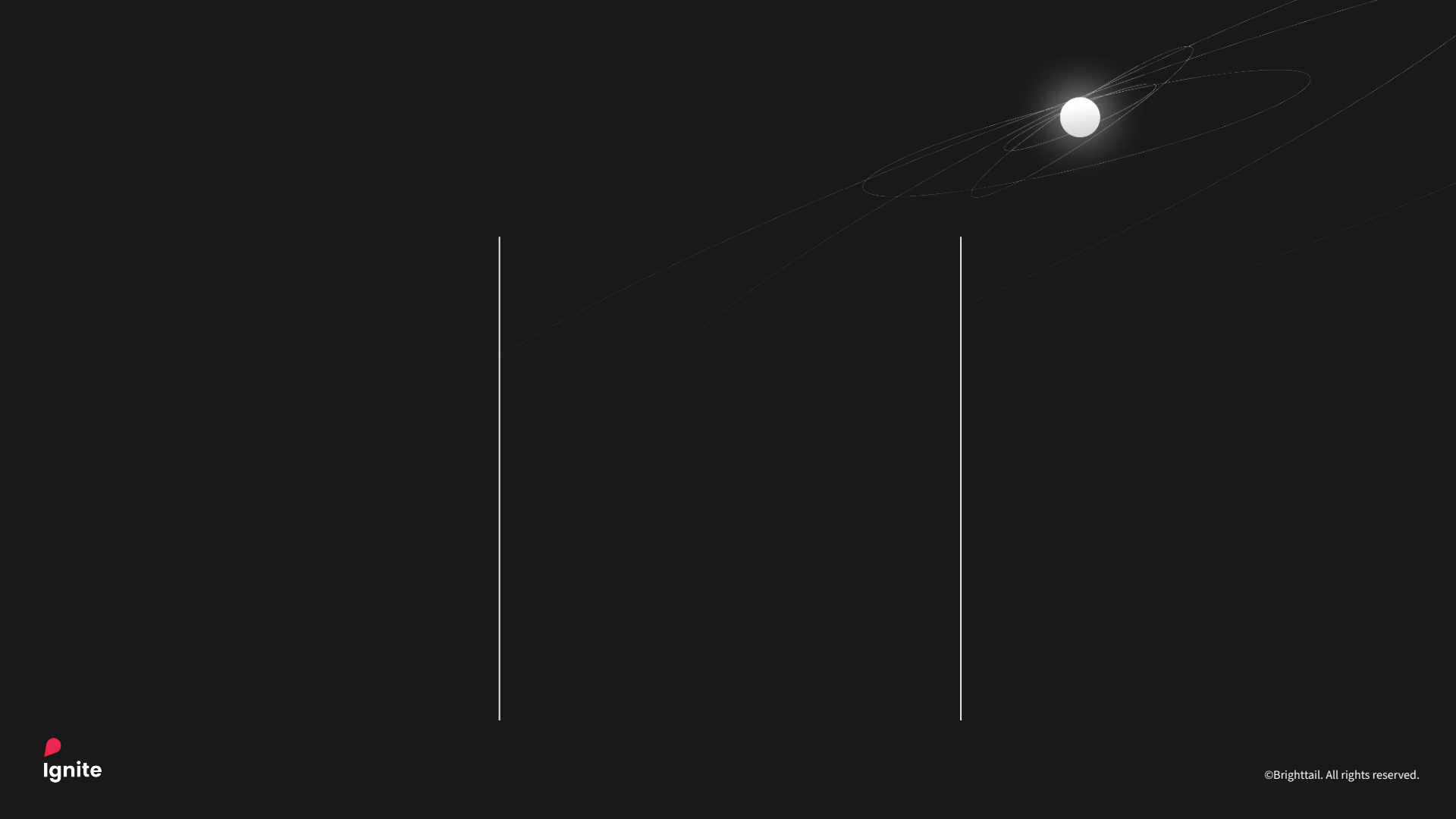
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Thanks

julie.dantin@elements-apps.com

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Points scored

Team 1
21.8%

Team 2
32.7%

Team 3
10.9%

Team 4
34.5%

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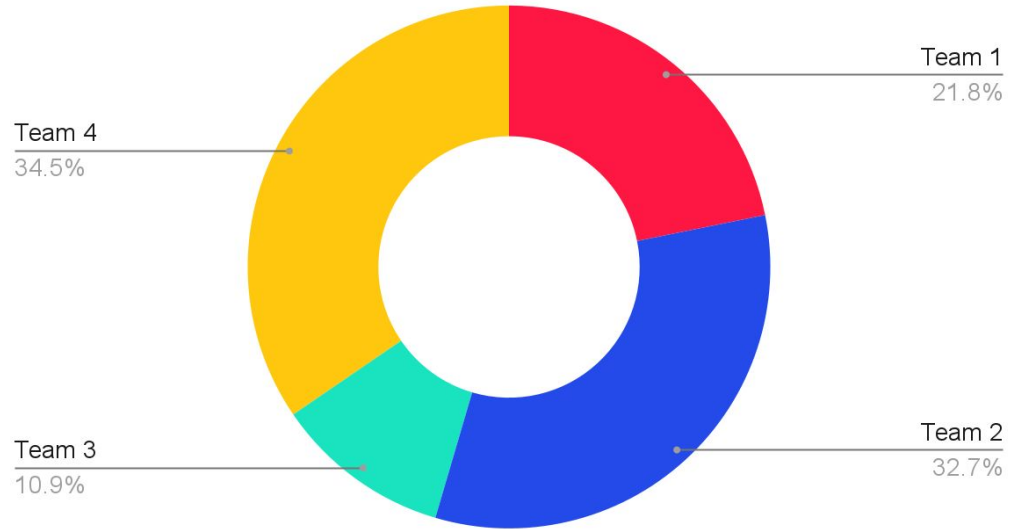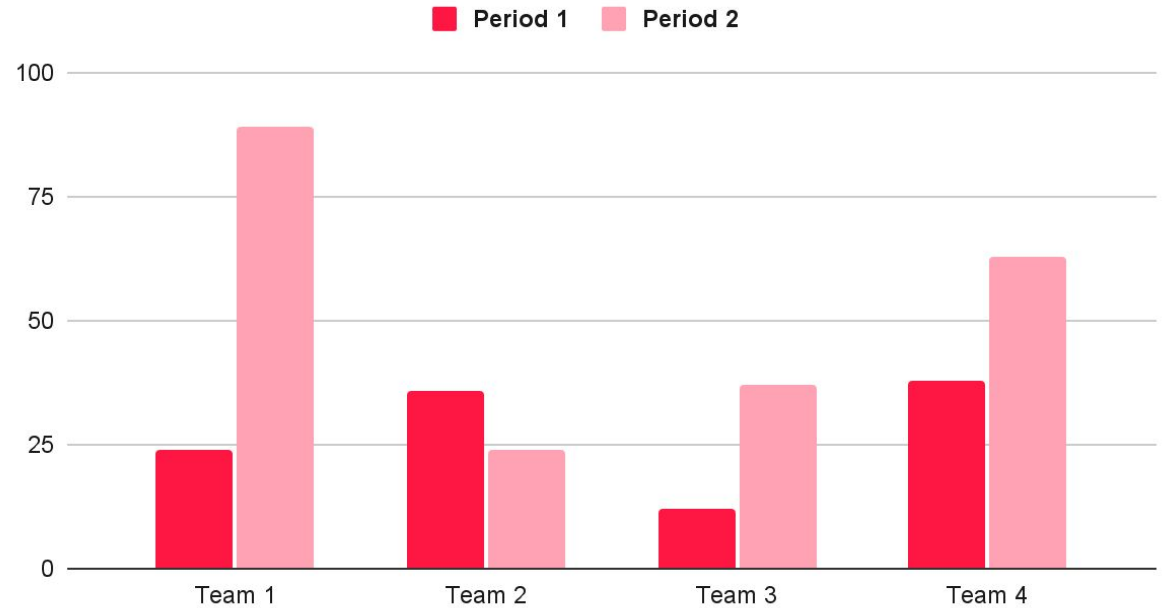
Period 1 and Period 2

Points scored

Period 1   Period 2

01

02

03

04

05

06

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Points scored

Team 1
21.8%

Team 2
32.7%

Team 3
10.9%

Team 4
34.5%

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Period 1 and Period 2

Period 1   Period 2

Points scored