Matthew Lewsadder

Founder & Managing Director

Brighttail

Marketplace clients since 2017

15
Marketplace
Partners

70+
Apps
Supported

25 Yrs
Cumulative
Experience

Atlassian events attended

2017
San Jose

2018
Barcelona

2019
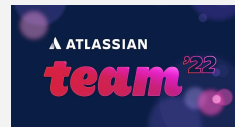**Las Vegas**

2024
Las Vegas

Barcelona
See you there!

Finalist 2022 Team awards

Tapping into New Audiences

01

The Buystander Opportunity

02

Demand Creation vs. Demand Capture

03

Making Magic with Metadata

04

Creating Demand for Your Solution

05

Q&A

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The Buystander Opportunity

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People who
could benefit
from your app
(**Buystanders**)
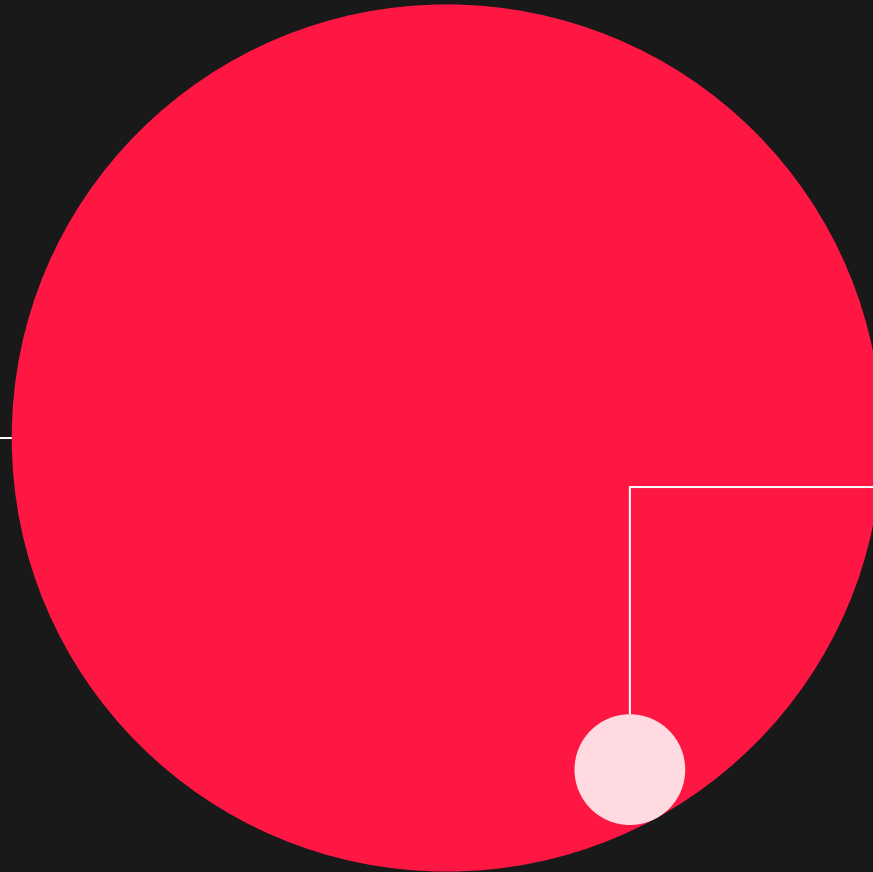
Buyers looking
for a solution

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Sizing Up the Opportunity

Research from the Ehrenberg-Bass Institute for Marketing Science found that any given time only 5% of potential buyers are actively in the market.

95%
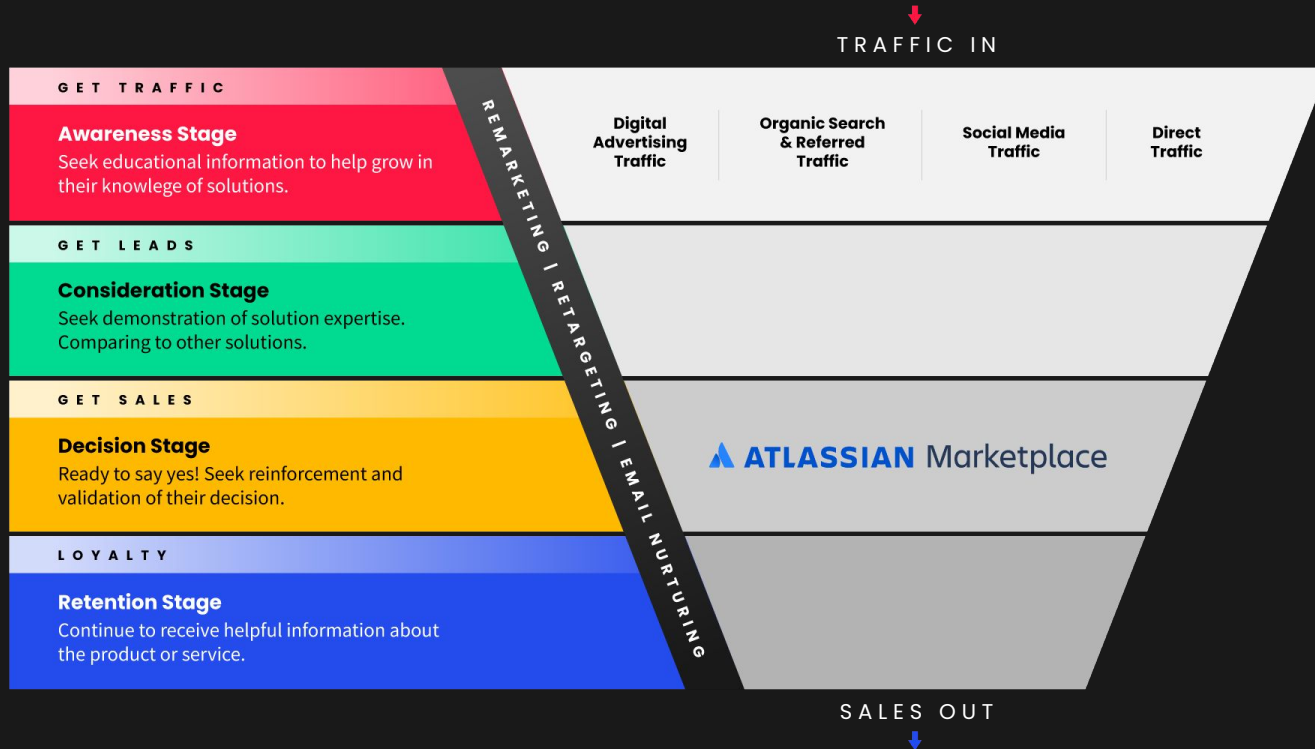of the market is inactive—unaware of or resistant to change.

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"

What people don't understand is that all of the upside is in
marketing to the 99% of the market that isn't actively buying.
To CREATE DEMAND.

If you wait until they're in 'buy mode,' you've already lost.

- Chris Walker

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Traditional Funnel Focuses on the 5%

"Buyers" who are actively looking for a solution

TRAFFIC IN

GET TRAFFIC

Awareness Stage
Seek educational information to help grow in their knowlege of solutions.

GET LEADS

Consideration Stage
Seek demonstration of solution expertise. Comparing to other solutions.

GET SALES

Decision Stage
Ready to say yes! Seek reinforcement and validation of their decision.

LOYALTY

Retention Stage
Continue to receive helpful information about the product or service.

REMARKETING | RETARGETING | EMAIL NURTURING

| Digital Advertising Traffic | Organic Search & Referred Traffic | Social Media Traffic | Direct Traffic |

ATLASSIAN Marketplace

SALES OUT

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Funnels Have Begun to Falter

Prevailing strategies focus on just **5%** of the market, neglecting the uncontested **95%**.
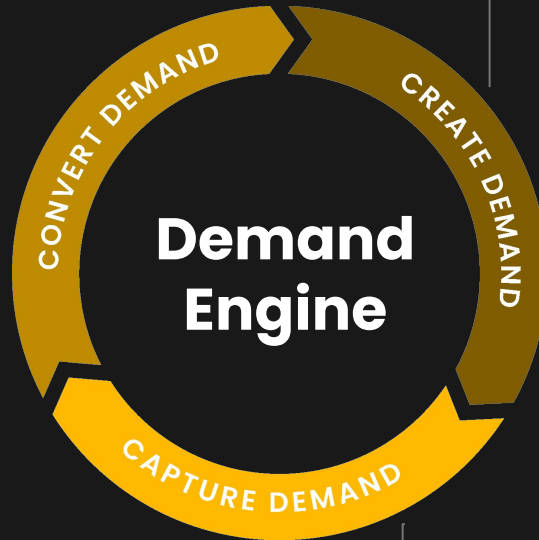
Increase in competition is **driving acquisition costs up and ROI down**.

Shifting to demand creation enables you to **find growth where others aren't looking**.

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Winning by Creating Demand

Demand Engine

CONVERT DEMAND

CREATE DEMAND

CAPTURE DEMAND

Create Demand
Reach and engage the 95% of target market who aren't looking for a solution.

Capture Demand
Ensure that the 5% who are actively buying find and prefer us first.

Convert Demand
Turn interest into evaluations, installs, and advocacy.

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Demand Creation

VS

Demand Capture

- Targets audiences who don't know about their problems and solutions

- Engages 95% of the total addressable market

- Aims to raise awareness of a problem and create urgency for a new solution

- Targets audiences who are already of their problems and solutions

- Focuses on only 5% of the total addressable market

- Aims to drive awareness and interest in your specific solution

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Demand Creation vs Demand Capture

Demand Creation

Demand Creation Ads

PR

Zero-Click Social Content

Thought Leadership Content

Podcasts

Content Hub

Demand Capture

Search Ads

Product Ads

SEO

Email Marketing

Product-Oriented Content

Retargeting

Problem Unaware	Problem Aware	Solution Aware	Product Aware	Ready to Buy

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Making Magic
with Metadata

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About Communardo

Atlassian Marketplace Partner for

15+ years

Platinum Marketplace Partner
ATLASSIAN

Broad portfolio of

22 apps

10,000+

Customers

ISO 9001 & 27001

Certified

105

Countries

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The App

Metadata for Confluence

Provides a convenient solution for structured metadata management, enabling:

- Improved organization and structure at scale

- Aggregation of data into custom overviews, dashboards, and reports

- Powerful new use cases like process reports, IT documentation, and HR templates

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The Backstory

Metadata for Confluence

Originally launched for Server in 2015 and Data Center in 2019

On-premise sales had plateaued with looming end of Server

In Q1 2021, we needed to reignite growth and drive evals for new Cloud version

Also sought to outmaneuver disruptive Cloud competitor

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The Opportunity

Create awareness and demand
for metadata management

- We understood that this was a very "German product"

- Yet Germans were slow to adopt Cloud

- Our experience and data revealed that globally very few people were thinking about metadata or looking for a solution

- Yet, we believed that solution partners and administrators everywhere could benefit from the powerful use cases enabled by the app

- The solution: go beyond capturing existing demand and educate the market about the problems Metadata for Confluence solves

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The Strategy

Multichannel campaign showcasing the "magic" of metadata

COMMUNARDO

Clear the Maze That Is Your Confluence

With a little metadata magic

Download Ebook

Audience Insights to Anchor Strategy

We began by building insights into our existing audiences, both buyers and non-buyers. This revealed the importance of creating problem and solution awareness to drive demand growth.

Market Problem

What ...
resear...

As Co...
policie...
need t...
alike.

Enter...
benefi...
docum...

Con...

Identif...

Direc...

- Coo...
- Me...
  and

Indire...

- An...
  Co...

Unio...

What ...

Comm...
Partne...
and is ...

Par...

Are th...
campa...

Yes, S...
value f...
demon...
exposu...
audien...

Additi...

Personas

Perso...

Atlass...
Partne...

Syste...
Conflu...

Customer Problem

What is the buyer's goal? Describe the challenges he must overcome to achieve his goals.

The Solution Partner persona is well-positioned to be a Champion for this product. Solution Partners routinely help large enterprises deploy, customize, and scale Confluence. They may encounter unique requirements or use cases for which metadata may offer a solution. They may also add value by using predefined metadata to improve Confluence structuring, filtering, and usability. Metadata for Confluence gives them a simple, yet powerful solution for delivering a great Confluence UX, as well as new capabilities like dashboards, reporting, personalized newsfeeds, and more.

The Confluence administrator persona is the most likely enterprise-side buyer. The admin grapples with the challenges of managing the organization's growing use of Confluence. As the instance grows, so do the challenges of structuring content and ensuring a good user experience. Additionally, the admin may be searching for information to help him build better dashboards, spaces, or reports.

Solution

What are we promoting? Brand? Product? Service? Etc.

Metadata for Confluence. This app gives admins greater control over metadata to improve Confluence usability and content discoverability. Additionally, it enables valuable new use cases, including location-based newsfeeds, structured documentation, dashboards and reporting, and more.

Current Perception

What does our target audience currently think about our offering? What have we done in previous campaigns and were we successful? What were previous messages we used in campaigns?

Lack of awareness about metadata in general, and this app in particular. We have done very little marketing for the app.

One of the biggest opportunities is to market the use cases, so that our audiences have a better understanding of what's possible with metadata.

Desired Perception

What would we like our target audience to think about our offering?

Our communications goals to help Solution Partners and admins understand the power of metadata. We want them to believe that Metadata for Confluence is an essential tool for anyone who calls themselves a Confluence Pro.

Moreover, we want them to be aware of the large number of use cases enabled by Metadata for Confluence, so that they think of this app whenever they have a tricky knowledge management challenge to solve.

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Components

Content to Engage & Educate

We anchored the campaign with an ebook (Making Magic with Metadata) detailing innovative use cases and success stories for Metadata for Confluence.

TABLE OF CONTENTS

CHAPTER 1

Making Magic with Metadata for Confluence

User-generated Labels Lead to Content Chaos

Page Properties Fall Short

Metadata Brings Order to It All

CHAPTER 2

Metadata Power for Confluence Wizardry

Assemble Your Product Directory in a Flash

Master the Multi-Project Juggling Act

Build with Confidence Through Structured Requirements Engineering

Make Process Implementation a Breeze and Ensure Compliance

Empower Users with a Knowledge Base and Structured Documentation

CHAPTER 3

Metadata Magic in Action

Bitvoodoo's Success Story: Enable Quick and Easy Access to Internal Information for PostFi-nance

Physik Instrumente Used Metadata to Breathe New Life into Their Corporate Intranet

German Aerospace Center (DLR) Resolved Their Confluence Maze with Metadata

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Creative Campaigns to Drive Awareness

We deployed prospecting ads across Google and Meta networks to distribute our ebook, as well as retargeting ads to convert interest into evaluations and sales.

Communardo Products
Promoted

Congratulations you're almost there!

As a Confluence wizard, you took on building a robust content platform, which is ...

COMMUNARDO

Add a Touch of
Metadata Magic
To your Confluence

Download Ebook

Here's How You Can Build a Solid Wiki

View details

Communardo Products
Promoted

Yes, out-of-the-box Confluence offers your basic data categorization. But what if there was a mystical way to do it?

COMMUNARDO

**Experience the
Magic of Metadata**

Download Ebook

Discover the Magical Powers of Metadata in Confluence

View details

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The Results

Ignited sustained Data Center growth and kick started sales for new Cloud app

---

Immediate lift in Data Center evals & sales

129% increase in evals
(Q1 2021 vs Q1 2020)

33% increase in sales
(Q1 2021 vs Q1 2020)

Instantly created demand for new Cloud version

Hundreds of evals in the first year

Drove sustained growth beyond the campaign period (Jan-Mar 2021)

323% growth in Data Center evals
(CY21 vs CY20)

53% growth in Data Center sales
(CY21 vs CY20)

353% growth in Cloud evals
(CY21 vs CY20)*

Kick started Cloud sales*

Cloud app launched in September 2020.

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Creating Demand for Your Solution

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"

Nothing is a problem until you have a story about the world in which something is getting in the way of somewhere you want to go.
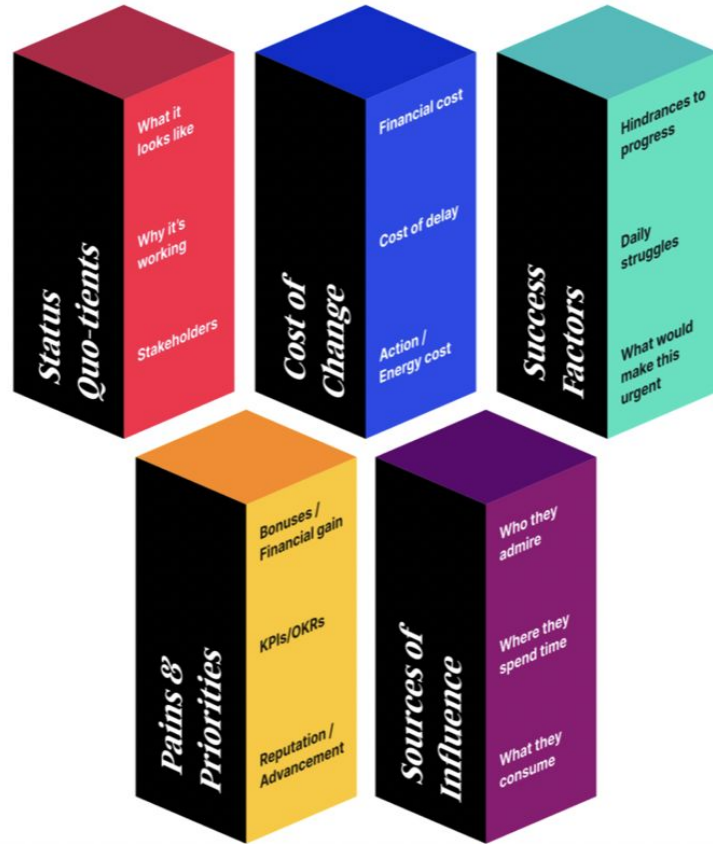
Andy Raskin

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The Demand Creation Process

Audience Insight → Why Change Now Story → Content Strategy → Channel Strategy
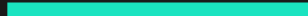
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Audience Insight

Know your biggest competitor—the status quo—and understand what's holding potential buyers to it.

Status Quo-tients
- What it looks like
- Why it's working
- Stakeholders

Cost of Change
- Financial cost
- Cost of delay
- Action / Energy cost

Success Factors
- Hindrances to progress
- Daily struggles
- What would make this urgent

Pains & Priorities
- Bonuses / Financial gain
- KPIs/OKRs
- Reputation / Advancement

Sources of Influence
- Who they admire
- Where they spend time
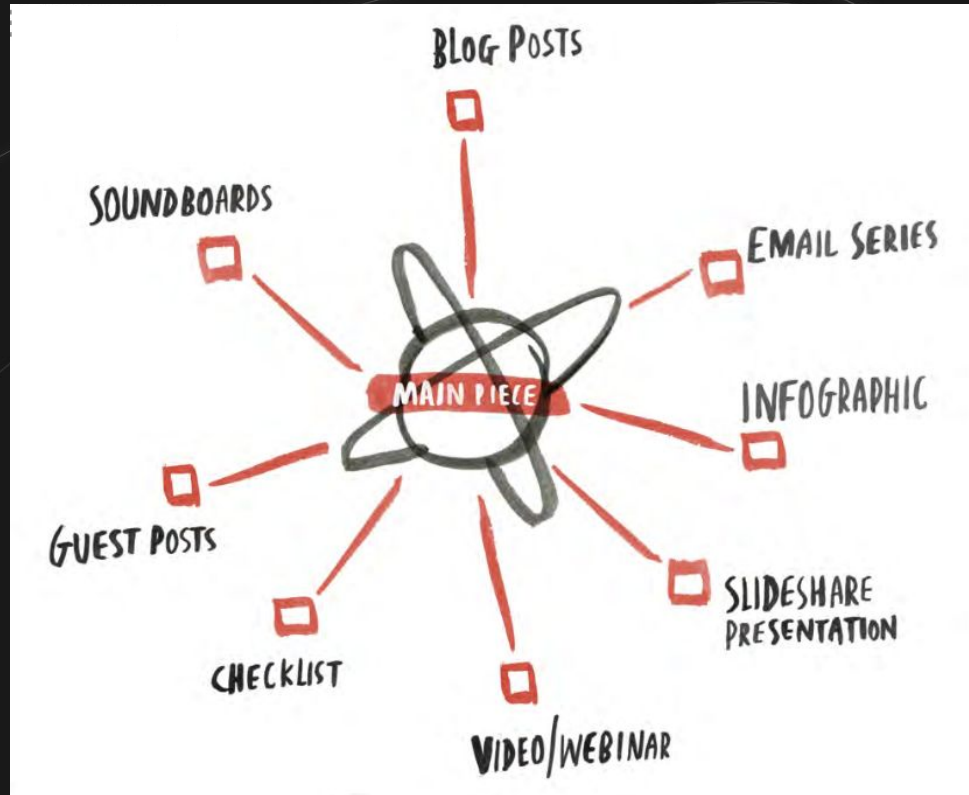- What they consume

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Why Change Now Story

What do audiences stand to lose if they don't embrace change?
Craft a strategic narrative that raises the stakes and creates urgency.

Step 1	Step 2	Step 3	Step 4	Step 5
Identify the big change	**Raise the stakes**	**Name the enemy**	**Reveal the promised land**	**Show the winners**

Step 1
Identify the big change

Society, culture, customer behavior

New regulations or legislation

Disruptive technologies

Systematic changes in industry

Step 2
Raise the stakes

Trigger loss aversion instinct

Show that the game has changed

New objectives, new rules, new strategies for winning

Status quo ia losing hand

Step 3
Name the enemy

Position against the category's villain, not competitors

Aspect of status quo that is causing pain and holding buyers back

Often the problem no one is thinking about

Step 4
Reveal the promised land

The transformation we promise

Villain is defeated

Buyer is fully self-actualized

Team and business are thriving in the new world

Step 5
Show the winners

Provide proof that our story is true

Show that other leaders have already made it to Promised Land

Testimonials, customer success, stories, industry, reports, etc

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Content Strategy

How will you make the case for change? Consider webinars, reports, white papers and case studies.

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Channel Strategy

Meet buyers where they are. Leverage ads, podcasts, events, or partners to reach audiences who aren't looking for you yet.

Demand Creation

Demand Creation Ads	PR	Zero-Click Social Content
Thought Leadership Content	Podcasts	Content Hub

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Q&A

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Why Change Now Story

What do audiences stand to lose if they don't embrace change? Craft a strategic narrative that raises the stakes and creates urgency.

Step 1: Identify the big change

Society, culture, customer behavior	New regulations or legislation	Disruptive technologies	Systematic changes in industry

Step 2: Raise the stakes

Trigger loss aversion instinct	Show that the game has changed	New objectives, new rules, new strategies for winning	Status quo ia losing hand

Step 3: Name the enemy

Position against the category's villain, not competitors	Aspect of status quo that is causing pain and holding buyers back	Often the problem no one is thinking about

Step 4: Reveal the promised land

The transformation we promise	Villain is defeated	Buyer is fully self-actualized	Team and business are thriving in the new world

Step 5: Show the winners

Provide proof that our story is true	Show that other leaders that have already made it to the Promised Land	Testimonials, customer success stories, industry reports, etc.

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