Digital Product Marketing Brief

Marketing and inbound strategy

Overview

Byng creates and launches digital platforms, disruptive products and transformative services. We are a team of technologists and software engineers.

Our output includes disruptive digital products (like http://www.geniac.com, http://comparcel.com, http://www.skillsweb.org (soon to be ProfileGuru) and http://platfi.com) along with services to transform businesses such as Virgin Atlantic (we run http://vsflyinghub.com), PayPoint (we run https://paypoint.com), Spark (we run http://www.sparkenergy.co.uk).

What are we looking for?

Byng seeks a relationship with a freelancer or agency to consult and support these ventures through the “go to market” journey. We are looking to open up a partnership scenario to engage across a number of these projects however the two next in line are ProfileGuru and Platfi.

We’re looking for someone to be embedded in the team (so London based) for a 2 - 3 month period. This is likely to be between 1 and 3 days per week.

Some of the responsibilities we envision are (we think!) ;

- ❏ Co-develop key product messaging and value proposition
- ❏ Create and execute on a digital marketing plans
- ❏ Run a social media presence (fairly minimal)
- ❏ Devise customer contact and retention communications
- ❏ Design lead conversion funnel messaging
- ❏ Draw on SaaS adoption techniques

A separate business development team will run CRM and we imagine this role to be suggest KPIs and measurement brought into the product development.

Dates

Ideally looking to kick off in November 2014 with a light engagement with a fuller engagement into Q12015. We can discuss contracts depending on your circumstances.