

AVATAR & NICHE RESEARCH Hexwave ICP

Who are we talking to?

We're talking to [Eric Rogers](#), the CEO of a B2B/B2C SaaS company offering subscription access to a CRM solution. His company, Roger Ltd. also offers a comprehensive suite of web and mobile-based app development. Eric is a 6-figure CEO, he's 35 years old and is from Chicago, Illinois.

Eric understands that digital marketing can be another revenue avenue for his company, but because his background is that of a software developer, he never really picked up digital marketing as a skill.

Where is my viewer now (Funnel Stage + Thinking Process)?

Eric is currently trying to scale his client acquisition efforts to generate more revenue. His bosses, the board of directors, are hounding him to bring forth results.

The board is insisting that he scales profit margins by at least 5% within the next quarter, or else his job is on the line. The only way his company makes money is through the CRM subscription, or customers requesting a custom software solution.

Customers who want a custom solution first get a quote. If they accept the terms, the project moves forward. Once the project is complete, Eric offers yearly upsell for maintenance and updates.

Since he's under pressure from the board, he needs to act fast and decisively. So, he turns to everyone's number one search engine, Google, to find solutions to acquiring more lifetime clients within the next 3 months. He's aiming for 5 new lifetime clients that need custom software solutions.

He educates himself on PPC advertising as a means of lead generation, however, he does not know how to start advertising, what platform to use, and how to create content/ads.

After an hour passes stressing over what to do, he gives up and opens up LinkedIn.

This is where he sees Hexwave Digital's posts about digital marketing for B2B/B2C SaaS companies.

Eric is already past the awareness stage, he knows he needs to scale his digital marketing efforts. He's specifically in the consideration stage, browsing around for agencies or freelancers that align with his ideals and values.

Where do I want them to go?

Eric first sees the attention-grabbing visual/graphic. He stops scrolling to read more.

The first sentence of any post should clearly articulate the key points of this post.

Once he's hooked and intrigued, he keeps reading to the CTA. None of Hexwave's posts are hard sells, so there is no direct CTA to schedule a call.

However, because Hexwave's mission is to first provide value, he clicks on its profile to follow the page.

After following, he can keep browsing the page, or visit the website to get more information about Hexwave's services.

What actions do they need to take?

1. See the attention-grabbing image/video and get hooked.
2. Reads the intro of the caption and is intrigued even more because it acknowledges a current problem he's facing, or a dream outcome he's chasing.
3. Eric then reads the full caption to receive all the value provided in the post.
4. Once he's done reading, he begins to perceive Hexwave as a trusted figure in digital marketing for B2B/B2C SaaS companies.
5. Eager to learn more, he visits the company page and follows us.
6. The page will be set up in a way to direct him to the website, where he can learn more about Hexwave.
7. Lastly, once he visits the website, skims it, believes, and feels that Hexwave can solve his immediate problem, he fills out the form to schedule a consultation.

Who will be reading your content?

Eric Rogers, 35, 6-figure CEO of a B2B/B2C SaaS company.

Other avatars include decision-makers in the B2B/B2C software and technology industry.

What problem will you be solving for your audience(s)?

- Weak and mistargeted lead generation efforts.
- Unestablished or unmaintained social profiles and brand awareness.
- Weak customer retention because of no upsells or retainer-based deals.
- Weak customer engagement across social profiles.

What content formats will you focus on?

All content is on LinkedIn. We will use a combination of top-performing content such as infographics, videos, single and carousel images, blogs and articles, and finally polls and questions.

The goal of all content is to provide upfront value to Hexwave's audience.

What channels will you publish on?

Only LinkedIn right now.

Have You Tested the Copy?

No, not yet. I plan to release it as part of March's content schedule.

Personal Analysis

After revising the copy for each post several times, I managed to trim the sentences down significantly. My main concern with the captions now is that they sound robotic. **Do they sound robotic?**

Another thing I noticed while revising the captions is that the ideas I'm introducing or discussing are not maintained throughout the copy. I open loops but have difficulty closing them while making sure I meet the theme and objective of the caption. **How can I maintain coherence in ideas?**

Also, when revising my copy, I sense that I'm not pulling the emotional levers hard enough. Yes, I include pain points and dream states in most (if not all) of the captions, but I still think I can amplify them further. **How can I amplify the emotional triggers in the copy?**

My main goal with this content schedule is to provide value to my audience and establish myself (and agency) as a credible source of marketing services, AKA, an industry leader. **Are these captions valuable in that sense?**

Pushups Video

[AIKIDI 100 PUSHUPS](#)

Feedback

- Less corporate talk.
- You have two lines to disrupt on LinkedIn.
- HSO works best.
- You can use soft selling in each post.
- Make it fairly personal and humanistic.

Content Outline – THE COPY

Day One Original DIC+PAS Post - 11:00 am

Theme: Introduction to Hexwave's expertise

Objective: Establish Hexwave as a thought leader

This is a question for brave tech leaders looking to attract more lifetime clients online.

Why's it hard to attract your dream customers on crowded social media?

Take LinkedIn, for example. It's abundant with innovative tech companies.

Yet, many aren't as active enough, preventing clients from knowing you exist.

As a technology leader focused on building your business and applications,

Finding time to market your solutions often takes a back seat to the daily hustles.

But, industry giants like @META stress the importance of self-marketing.

The difference is Big Tech's near-infinite funding, which most tech founders lack.

So, it's only natural if you start asking yourself:

"How do I attract lifetime client partnerships without hefty marketing budgets?"

"Or use widespread industry connections to amplify my brand's online voice?"

"Or even hire large teams entirely focused on promoting my digital presence?"

Many will say you can't become an industry leader without these resources...

We say you can – over this month, you'll learn how to become a leading voice in tech,

Without limitless funds, massive networks, or even huge teams.

To wrap things up, we want to invite you to share your experiences.

What's your go-to approach to attracting paying clients online?

P.S. Drop by in two days for "The Top 5 Trends Shaping Tech Marketing in 2024."

#B2BSoftware #DigitalMarketing #HexwaveDigital

Day Three Original+Curated DIC Post - 1:00 pm

Theme: Top 5 Trends Shaping B2B/B2C Tech Marketing in 2024

Objective: Educate, Analyze trends, and provide Actionable tips

Article links:

- [Top 5 Marketing Trends For 2024 | Forbes](#)
- [10 Marketing Trends That Will Dominate In 2024 | Forbes](#)
- [The Top Marketing Trends of 2024 & How They've Changed Since 2023 | HubSpot](#)

How does @HubSpot become 'the number one global software company'?

Simply by mastering marketing trends that resonate with their customers' needs.

That is what separates the trendsetters from those playing catch-up.

Here are the top 5 2024 marketing trends to become a leading tech voice, according to @Forbes:



AI-Driven Marketing

Boost online engagement with AI for instant, personalized customer interactions.



Hyper-Personalization Marketing

Increase conversions by using customer data for tailored, compelling experiences.



Video/Short-Form Content Marketing

Improve customer retention with engaging videos and short-form content.



User-Generated Content (UGC)/Influencer Marketing

Amplify brand advocacy with authentic UGC and influencer collaborations.



Purpose-Driven marketing

Enhance brand loyalty by adopting sustainability and supporting meaningful causes.

Swipe through the carousel post for actionable steps on leveraging these trends.

Which trend will you adopt to improve your marketing efforts?

We'd love to hear about your 2024 marketing ambitions in the comments below!

Finally, you can read the Forbes article here:

1. <Link>

<Hashtags>

Day Five Original DIC Video- 1:00 pm

Theme: Quick tip on optimizing online presence for tech companies

Objective: Engage with valuable insights. Encourage comments.

“Digital Presence is NOT a matter of ‘if’ but ‘when’ for businesses” ~ @Forbes.

Did you know that software and online presence are as attached as a ship to its anchor?

The lack of presence is the bug in your business code, sabotaging your chances of making your company the customer’s go-to.

Watch the video below to discover how to use publicly available (and free) technology solutions to skyrocket your online presence into orbit.

<Hashtags>

Video Skeleton:

<Disruptive Intro with logo and catchy melody - greet viewers with what they’re about to watch>

<Tip One>

<Tip Two>

<Tip Three>

<Brief mention of how Hexwave is unique and tailors strategies>

<Encourage discussion in the comments>

<Outro/CTA - Encourage people to repost - Use logo, and slogan>

Day Seven Original DIC Post - 11:00 am

Theme: Case Study Highlight

Objective: Showcase expertise in solving B2B/B2C challenges via case study infographic

Case Study Infographic: [CS One Infographic](#)

From the shadows to stardom – how did @Quodless Technologies establish industry dominance in a matter of months?

Starting from scratch, Quodless had to face three daunting challenges:

- ↳ An invisible presence in an online world demanding visibility,
- ↳ A brand reputation as faint as fading mirages,
- ↳ And a lead pipeline as dry as the Al Khatim Desert.

Ironically, all shadows are cast by light.

For Quodless, that light was none other than yours truly.

Our mission was clear: shine the online spotlight on their NoCode solutions!

The fruits of our hard work and labor?

Quodless becomes an industry leader in the UAE without a huge marketing budget.

Curious to see the results? Check out our case study below.

Stay tuned for the video testimonial reveal coming in 3 days!

In the meantime, share your relevant experiences or questions below!

P.S. If you're interested in the full picture behind their online success, visit the blog section on our website!

#CaseStudy #SaaS #DigitalMarketing #HexwaveDigital

Day Ten Original PAS Post - 1:00 pm

Theme: Testimonial Tuesday

Objective: Build trust with B2B/B2C tech client testimonials

'Hexwave's ad management expertise was critical to our marketing success.'

~ @Quodless Technologies.

In a noisy digital world, being heard needs more than just turning up the volume.

It's about making a real, lasting, and resonating impact on your audience.

For Quodless, it meant playing the right notes to attract the right crowd.

When they partnered with us, our strategy was simple, yet highly effective:

Design digital strategies that grab attention, deliver real results, and drive action.

Watch the video testimonial to see how we tuned Quodless's strategy for success.

Next up, "The Before-And-After – Quodless Technologies' full transformation."

Want to know how to make your software stand out online?

Ask us in the comments!

Day Twelve Curated PAS Post - 11:00 am

Theme: Showcase before-and-after results

Objective: ROI Showcase, Tangible impact

Why do great software firms often mess up connecting with their best customers?

Usually, it's a mix of being in the right space but with the wrong strategy.

This dilemma was all too real for @Quodless Technologies:

🌐 Struggling with minimal brand visibility in the crowded UAE market.

🔑 Just a single client in six months, a lonely beacon in a short pipeline.

📉 Facing a mere 3% monthly conversion rate despite their innovative solutions.

However, within 30 days of our partnership, we saw this dramatic change:

👁️ A 56% surge in brand awareness, echoing across the digital and real world.

📈 41 new lifetime connections forged in a week, a significant network expansion.

🚀 Conversion rates skyrocketing from a modest 3% to an impressive 9.22%.

This transformation isn't just numbers; it's a story of overcoming real digital hurdles.

What do you believe are the key elements for such a digital breakthrough?

Have you seen or experienced a similar transformation?

We'd love to hear from you in the comments below!

Day Fourteen Article- 1:00 pm

Theme: The Future of AI in B2B/B2C Marketing Automation

Objective: Position as thought leader, Discuss AI impact

📖 Hexwave | Day 14 Article

Resources:

[The Future of AI in Marketing Automation: Key Trends and Strategies](#)

[5 ways to leverage AI in B2B marketing automation for transformative results - MarketOne](#)

Day Seventeen Original+Curated DIC Video- 1:00 pm

Theme: Discuss the future of digital marketing in tech

Objective: Engage with forward-looking content.

Copy Skeleton:

The future of B2B/B2C software digital marketing is making a wild turn.

Here's where we're heading:

Generative AI for content creation – making your customers' experiences more personalized and engaging.

A cookie-less online world – focusing on first-party data with a privacy-centric approach.

The rise of 'acoustic' branding – increasing your company's authenticity with AI-free experiences.

Curious how these changes impact your marketing strategy?

Watch the video to learn more!

Video Skeleton:

<Disruptive Intro with logo and catchy melody - greet viewers with what they're about to watch>

<Summary of main points>

<Curated prediction one>

....

<Closer - How Hexwave will position itself as a future industry leader>

<CTA - Encourage viewers to share their thoughts on the future of software marketing>

<Outro - Slogan and Logo>

Day Nineteen Original+Curated DIC Post- 1:00 pm

Theme: Shine a spotlight on emerging trends in B2B/B2C Software Development

Objective: Position as a source of insights

We've come a long way since Tom Kilburn's first line of code in 1948.

New technology trends are almost guaranteed each month, if not each day.

Here are the top 8 rising trends in B2B/B2C software development as of today:

(Leveraging these trends can make your software more impactful and memorable).

Blockchain Technology for Increased Trust and Robust Safety:

- ↳ Deepening user trust and loyalty by taking measures against online threats.

Edge Computing for Quick Deployment and Immediate Results:

- ↳ Eliminating application latency with immediate, real-time processing and analysis.

Low-Code/No-Code Development for Complex-Free Development:

- ↳ Bringing shelved ideas to life without extensive coding or massive budgets.

Enhanced UX for Seamless, Engaging Customer Experiences:

- ↳ Improving customer retention with smoother, friendlier user interfaces.

Software Sustainability for Eco-Friendly, Impactful Tech:

- ↳ Building eco-friendly software to protect our planet and win customer hearts.

AI & Machine Learning for Smart, Adaptive Solutions:

- ↳ Personalizing experiences by making your software smarter with every interaction.

5G Technology for 'Space-Wide' Connectivity:

- ↳ Boosting software application speeds with lightning-fast connectivity.

Want to guarantee leading your industry, instead of playing catch-up?

Swipe through the carousel to learn more.

What trend are you moving toward this year? And why?

Share your thoughts below!

Day Twenty-One Original+Curated DIC Poll - 1:00 pm

Theme: Preferred marketing channels in tech

Objective: Encourage interaction, Gather data

Tech leaders, what are your go-to marketing channels for online growth?

Each platform comes with its unique strengths:

LinkedIn for forging direct connections and improving client acquisition,

META for igniting organic conversations and building brand advocacy,

Webinars for establishing thought leadership with topic deep-dives.

YouTube for visually engaging and educational storytelling.

Search Engines for capturing and converting search traffic.

And emails for improving customer loyalty and retention,

Vote and spill the beans in the comments!

Why these channels?

What makes them work for you?

Poll Question: As a #techleader, what are your top marketing channels for online growth?

- LinkedIn
- META (Facebook and Instagram)
- Webinars
- YouTube
- Search Engines (Google, Bing)
- Emails

Day Twenty-Four Original+Curated DIC Poll - 11:00 am

Theme: Top Challenges faced by tech marketers

Objective: Foster community engagement

Technology leaders, what's the biggest marketing challenge holding you back?

The marketing world is evolving rapidly, and staying ahead is a challenge in itself.

Here are a few challenges our clients encountered:

Impact Measurement: Using analytics for clear value demonstration.

Budget Optimization: Maximizing ROI with strategic allocations.

AI Personalization: Simplifying complex AI tools to tailor marketing.

Talent Acquisition: Securing and keeping skilled digital marketers.

Data Privacy: Navigating tightening privacy laws.

Digital Pace: Innovating software quickly enough to stay ahead.

Have we missed any?

Cast your vote and let's brainstorm quick solutions in the comments below!

Poll Question: As a #TechLeader, which marketing challenge is your toughest opponent?

- Analyzing user data for impactful campaigns.
- Allocating budgets effectively across campaigns.
- Mastering AI for hyper-personalized experiences.
- Attracting and retaining top marketing talent.
- Ensuring customer data privacy and compliance.
- Adapting to the fast-paced tech advancements.

Day Twenty-Six Original DIC Post - 1:00 pm

Theme: Essential marketing tools and platforms

Objective: How to maximize the impact of each tool for various growth stages

Many tech firms struggle to create highly profitable marketing campaigns.

Discover how these 8 marketing tools match your business's growth stage, from Existence to Resource Maturity.

 HubSpot (Success): Automating marketing, sales, and service for frictionless growth.

 ActiveCampaign (Existence): Turning emails into personalized, captivating conversations.

 Adobe Marketo Engage (Take-off): Auto-attracting, -segmenting, and -engaging clients.

 Pardot (Take-off): Syncing sales and marketing effortlessly to boost funnel flow.

 SEMRush (Survival): Outshining competitors with superior SEO strategies.

 Userpilot (Success): Customizing user experiences to drive retention and reduce churn.

 Mixpanel (Resource Maturity): Uncovering deep insights with analytics that guide pivotal decisions.

 Heap (Survival to Success): Simplifying user behavior analysis for boosting real-time engagement.

Which of these tools have you used before? Are you still using them?

Share your top 3 tools and how they helped you grow in the comments below!

Day Twenty-Eight Original DIC Post - 1:00 pm

Theme: Recap of key learnings

Objective: Summarize insights

The first month of content smashed out of the park? CHECK! 

We dove deep into the tech-marketing world, unpacking everything from standing out online to the latest trends in software.

Here's the scoop from this month:

Getting Noticed: How to make real noise on platforms like LinkedIn without breaking the bank.

Trending Now: AI marketing? Hyper-personalization? Breaking down the biggest marketing trends reshaping software in 2024.

Digital Presence Tips: Killer advice on boosting your digital presence because let's face it, being invisible online is a no-go.

Real Success Stories: How we took software companies like yours from zero to hero, shining a spotlight on their digital success.

What's Next in Tech: Peeking at future software trends, demanding you step up your game if you don't want to get left behind.

Hexwave will keep it real with you – sharing tips that raise your company's status to keep you and your audience happy.

Now, we have two quick questions to ask you...

Did this month's deep dive spark any 'Aha!' moments for you?

Ready to take all these insights into action and elevate your marketing game?

We're just one message away – Slide into our DMs with 'Software Marketing' and we'll take it from there.

Your big breakthrough is just one text away...

Day Thirty Original DIC Post - 1:00 pm

Theme: Tease upcoming content

Objective: Encourage anticipation

Just when you think we've spilled all our secrets, think again!

We're cranking it up a notch for next month's content with a theme that's all about:

Amplifying SaaS Success: A Comprehensive Guide to Digital Marketing Strategies.

Here are the four topics you can expect:

The SaaS SEO Playbook: Actionable steps to catapult your site to the top of SERPs. 🌐

Tech Content Marketing Mastery: Crafting narratives to captivate customers. 🗒️

Email Automation Secrets: Designing emails your customers can't wait to open. 📧

Paid Media Growth: Scaling online with smart, strategic paid media campaigns. 💡

The goal is to help you rack as many digital wins that make your software stand out.

Our team is in the trenches all day; testing and driving the needle of tech marketing.

Before we let you go, we'd love to hear from you.

Which of the four topics are you most interested in and why?

What other topics do you want Hexwave to cover?

Let us know in the comments below!

P.S. Next month's content starts on [date]