

5 Guaranteed Methods to Increase Your Software Business' Revenue



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- 1. Some traditional methods software companies have used to increase their revenues.**
- 2. Modern alternatives to traditional methods**
- 3. Leveraging the power of 5 alternative revenue models**
- 4. Conclusions and Q&A**

About Avangate



- Member of the GECAD Group of companies, delivering top IT solutions world wide since 1992
- 3 Offices + 1 Subsidiary in Key Regions
 - **Western Europe** - HQ: Amsterdam, The Netherlands
 - **North America** - Sales: Mountain View, CA
 - **Eastern Europe** – Development, Marketing & Support: Bucharest, RO
 - **APAC** - Sales Support (under development): Shanghai, China
- 17 years of experience developing and selling software to the international market.





About Acutrack – www.acutrack.com

Acutrack helps software developers identify the best and the highest quality publishing solutions for their software titles and then produces and distributes their titles worldwide in a cost effective, timely and environmentally friendly way.

Whether it's a single on-demand, dynamic and built-to-order software product or thousands of retail products be shipped to distributors, retailers or end users, Acutrack offers custom and scalable solutions that meet the software publisher's current as well as future needs. Acutrack enjoys a leadership position in the software manufacturing and fulfillment industry by combining state-of-the-art technology with the talents of experienced professionals whose priorities are quality, customer service and innovation.

You need to increase your revenue, but do these traditional methods still work?

- *Expand your sales organization*
- *Increase or adopt traditional marketing models*
- *Develop a new product or increase your price*
- *Scour the world for new leads*

The alternative...

Instead of:

- *Expanding your sales force and facing significant capital costs and HR investments...*

You can:

- *Unleash the selling power of **Affiliates** and leverage them as extension of your existing sales force.*
 - *A good affiliates has a targeted sales approach*
 - *Affiliates should have strengths to compliment your weaknesses*

The alternative...

Instead of:

- *Pursuing and developing a new product with obvious cost and resource implications....*

or

- *Increasing your products' price and risking damage to loyal customers and the rest of your existing base...*

You can:

- *Offer complimentary services like **backup media** with a consistent revenue upside, no or minimal capital investment and truly **differentiating features**.*

The alternative...

Instead of:

- *Using “traditional marketing” with expensive fixed costs, high HR investment and hard to measure ROI...*

You can:

- *Leverage the power of “web marketing” and “localized campaigns” with efficient and targeted campaigns and clear performance goals.*

Instead of:

- *Painstakingly working to convert “green field” leads and scouring broad, horizontal sources for untargeted, time consuming and hard to convert leads...*

You can:

- *Use a variety of new techniques to target customers where they search and attract those who are ready to buy.*

Let's recap the alternatives

The 5 Guaranteed Methods to Increase Your Software Business' Revenue are:

1. Find quality affiliates that can really sell
2. Optimize your website
3. Globalize your sales approach
4. Recover abandoned shopping carts
5. Offer complimentary services

The Real Challenge

Now that we have some **GOALS**

And an understanding of what we want to do...

Lets discuss **HOW** to do it!

**Are your affiliates performing to your expectations?
How can you find the ones that really sell?**

Common pains in affiliate marketing:

- Don't sell as you expected or don't meet your goals.
- Are a small group (only a few affiliates and you'd like more).
- Compete with your existing sales and only bring in customers you already have.

Solutions:

- Find niche affiliates: they are highly specialized in marketing and use innovative selling techniques
- Communicate with them: send them personalized newsletters and emails and identify their needs.
- Train them to sell your product: share your know-how; a little education can go a long way.
- Ensure accurate tracking: make sure your sales tracking is properly implemented to prevent Affiliate Leaks.

Solutions Continued:

- Provide affiliates with all the necessary marketing materials: banners, product description, product images, PAD files, etc.
- Provide advanced notification about change: product upgrades, price changes, new product launches, etc.
- Use their localized sales power effectively: Identify affiliates in your target markets or in areas that you are weak.
- Give them incentives: special commissions, coupons, dedicated special offers.

**How important is your website in terms of overall sales?
Should you really invest time to fix it, where is the
return?**

**Common problems associated with poor website
optimization:**

- Low visitor conversion rates.
- Poor ranking or placement in top search engines.
- Little to no Brand Awareness.
- Your competitors are always one step ahead.
- Negative online reputation.

Website Optimization

- Your website is a foundation to your success: Website improvements have immediate results.
- Focus on having:
 - Clean, friendly and easy to understand language.
 - Identifying the advantages and benefits your product provides and not the features. In the end, its about your customers not your product.
 - Content is King: Leverage a blog, articles, reports, and whitepapers to provide depth to your product and company.

Online Reputation:

- Build a Tribe: social media and networking tools drive your market reputation and are the primary mechanisms for peer review.

- Forums and online communities
- Blogging and micro-blogging (Twitter)
- Social Networks: Facebook, LinkedIn, Friendfeed.
- Multimedia: Youtube, Flickr
- Social Bookmarking and RSS Feeds



- Ask for feedback and reviews: Testimonials from your customers are more valuable than marketing spin.

Is it working?

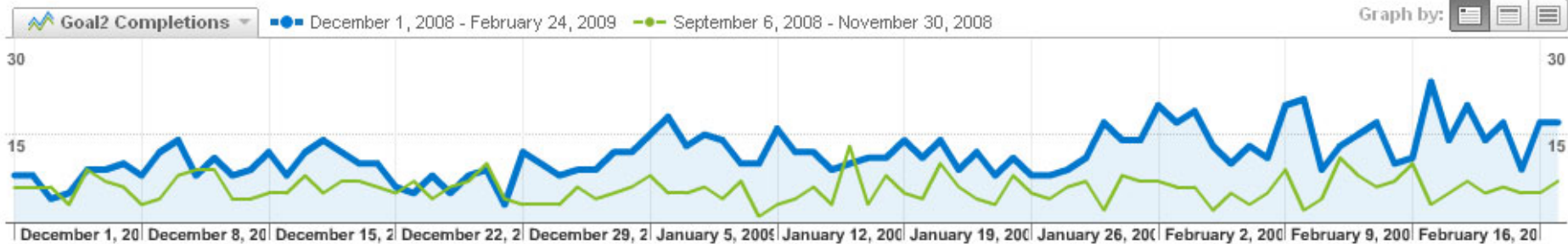
- Measure...Measure...Measure: Focus on analytics that are important to you, not just those built into the tools.
 - For example: Average cost per unique visitor, average cost per prospect, average cost per customer, conversion rates, bounce rates, etc.
- Test , test and test again: with A/B Testing and Multivariate Testing
 - Use Google Website Optimizer - www.google.com/websiteoptimizer
 - Run usability experiments
 - Analyze, optimize and test again!

Success Story: By optimizing affiliate registration one of our publishers was able to double conversion rates, reduce abandonment and increase conversions.

Goal Detail

Dec 1, 2008 - Feb 24, 2009

Comparing to: Sep 6, 2008 - Nov 30, 2008



Goal 2: "Affiliates Signup" had 1,004 conversions

Select Goal: Goal 2: Affiliates Signup



Analyze this goal

- Visitors Profile: languages, network locations, user defined,
- Browser Profile: browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash
- Map Overlay
Geolocation visualization

Going global...How important is it?

Common problems from a poor or no localization:

- Your customers don't understand your product descriptions.
- High shopping cart abandonment.
- Your competition is stronger than you on local markets.
- No presence in local search engines (Google.de, yahoo.fr)

Solutions

- Sell how your customers want to buy:
 - Multilanguage Support (buying interface, website, FAQs, product descriptions)
 - Accept Multiple Local Currencies
 - Accept worldwide and local payment methods
 - Pay attention to local Taxation (VAT) and make it easy to understand.
- Analyze international competitors by geography
- Don't go at it alone: Identify key partners on local markets

Take small, logical steps to enter a new market

- Identify your target geographies and localize your language and payment methods.
- Focus on driving revenue with local web marketing.
- Partner with local resellers and affiliates.
- Invest in local markets when you can see the ROI:
 - Increase partner and channel development.
 - Local language product versioning.

Shopping Cart Abandonment Future customers or lost forever?

What's your pain?

- Low your conversion rates and high shopping cart abandonment.
- Little to no online lead generation.
- You're just not seeing the return on investment.

Solutions

- Use a Lead Management Service: Keep your leads in a centralized database.
 - Collect lead information from abandoned shopping carts.
 - Capture, track and convert trial download leads
 - Distribute leads across your distribution channels.

Solutions

- Special offers and alternative payment methods
 - Contact your open leads with special offers and reduced pricing.
 - Take advantage of integrated services such as TrialPay.
 - Work to convert trials before they uninstall.



How can you obtain additional income by selling physical or backup media?

Let's ask Asheesh Executive VP at Acutrack! 😊

Sell additional services with your product

February 26, 2009

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Introduction

Backup Discs (Value Package – On Demand)

Custom Branded (Archival Package – On Demand)

Product Personalization For Better Up Sell Potential

Retail Production & Worldwide Fulfillment

Backup Discs – Value Package

Simple, "no brainer" new revenue stream

End user benefits from having a physical copy of the product he downloads

Make it an opt-out service for added convenience and an up sell

Acutrack downloads software, produces disc and ships product worldwide within 48-72 hours or less

Full color smudge-proof disc printing that protects & propagates publisher's brand

No up-front costs or additional work required



Custom Branded – Archival Package

A step up – offer a more retail archival package with ZERO inventory

End-user gets same benefits as simple backup disc plus more like easy shelf storage and additional components

Publisher benefits from better branding, more components and higher revenue

Identical process for easy implementation – i.e. Acutrack downloads, produces and ships product

Package allows for e-tracking via USPS

No up-front costs or additional work required



Product Personalization

Custom brand not just with your logo; add activation code and even end user's name, address, etc.

Ship trial versions of all your software products on your backup discs

Enhance the disc's value with "special edition" features not available anywhere else

Offer exclusive promotions and discounts to backup disc customers

On the packaging, change QSG, rebate info and other operating instructions as often as needed

Customize and generate more sales!



Retail Production & Worldwide Fulfillment

Expertise in Software Retail Packaging & Fulfillment

In-depth knowledge in retail distribution channel such as Navarre, Wal-Mart, Costco, Fry's etc.

Any type of box from simple to most complex boxes with metallic foils and embossing

Environmental compliance expertise with retail channels

Quality management system controlled Bill of Material assembly to ensure proper product build - EVERYTIME!

Worldwide fulfillment expertise – customs handling & door to door service



Conclusion

Crisis ... or ... no crisis

Without making major capital investments or taking large risks you can increase your revenue.

Don't reinvent the wheel, make smart decisions about your partners and take advantage of what they have to offer.

Conclusion

- Avangate Affiliate Network: **Over 3,000 affiliate vendors** including high volume, specialized affiliate sites and software portals.
- Web Marketing Services: **Localized web marketing services** can rapidly increase your market penetration with minimal risk or investment.
- Sales globalization tools: **Professional product localization**, micro-websites, product descriptions, FAQs, tutorials, PAD files and more.
- Lead Management Module: Convert abandoned shopping carts into leads and boost your sales.
- Physical and Backup Media from Acutrack - personalized burn-on-demand CDs and DVDs, short run production, high value collateral and physical goods and more.

Question and Answer

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