

# Environmental Impact Analysis Module

Product Feature Launch Proposal

The background is a solid pink color. In the top right corner, there is a decorative graphic consisting of several overlapping geometric shapes: a dark pink square, a medium pink square, and a light pink square, all partially cut off by the edge of the frame.

# Background

## Background

# Environmental Impact Analysis Module

- Net-new module, or rather re-marketing of existing modules with common thread of Environmental Impact?
  - Environment & Land Cover
  - Conservation
  - Risk & Resilience
  - Transport & Circulation?
- If re-marketing, then smart strategy
  - Suggests value of Environmental Impact (capabilities) as broader message
  - Buzz term crosses industries, organizations, roles
  - Could be of value to call out prominently in marketing



## Background

# Questions

- Market Analysis
  - To what extent have we **identified market demand** for this module
  - Are **prospects asking** Sales Team about *environmental impact capabilities*?
  - Who are the **competitors**? Are they messaging about environmental impact?
- Positioning: How is this module/capabilities **different**?
- Audience Definition
  - Environmental Planners
    - What's important to them?
    - What are their high-level worries?
  - Environmental Planners different from Environmental Analysts?  
(existing solution page)

# Product Messaging

## Product Messaging

# Opportunity to Think Bigger?

- Depending on how narrow/broad is audience interest...
- Raise discussion of Environmental Impact from just analysis module to *higher-level messaging* to both EPs & EAs
- Incorporate into *company mission or core values*  
*“Not just about urban planning, but fidelity to the environment”*
- Incorporate into high-level discussion of product  
*“Environmental Impact considerations & capabilities baked into the **platform**, from ground up”*



## Product Messaging

# UrbanFootprint Platform

- Empowers planners to *navigate minefield* of environmental laws & regs...
- From *centrally managed* software that's intuitive, user-friendly, data rich...
- And pulls from *numerous & disparate datasets* directly relevant to environmental impact



## Product Messaging

# Operationalizing: 2 Ways

- **Lead Generation**

Messaging directly to prospects via *content marketing*

- **Sales Enablement**

Messaging for Sales Team in their discussions with prospects





# Lead Generation

## Lead Generation

# Content Development: **Webpage**

- *“Environmental Impact Analysis Capabilities for Environmental Planners”*
- Wireframe
  - Top: broader environmental impact messaging (baked into enterprise SaaS)
  - Middle: Environmental Impact analysis module (benefits & features)
  - Bottom: Content promos → landing pages for 2-3 content assets
- Design
  - Collaborate with Design Team
  - Create two versions
- Engagement
  - Google Analytics → traffic, CTR
  - A/B test two versions



## Lead Generation

# Content Development: **Print Collateral**

- *“Environmental Impact Considerations for Environmental Planners”*
- **eBook**
  - Shorter, less detailed
  - Visually rich & engaging
  - Collaborate with Design Team
- **Whitepaper**
  - Deeply informative
  - More technical/academic detail
  - Collaborate with SMEs
- **Engagement**
  - Download counts
  - Gated vs. non-gated



## Lead Generation

# Content Development: Videos

- **Webinar**
  - 2-3 installments on Environment Impact
  - Collaborate with SMEs or outside guests as presenters
- **Customer testimonials**
  - 2 minutes long
  - Collaborate with Design Team
- **Explainer video**
  - 2 minutes long
  - Pros: highly polished, engaging, shareable, promotable
  - Cons: resource-intensive, expensive, may require outside agency
  - Collaborate with Design Team
- Engagement: Google Analytics



## Lead Generation

# Content Development: **Blog Posts**

- Short
  - Wrapper/teaser for another content asset
  - Promote ebook, whitepaper, video
- Long
  - Original thought leadership piece
  - Collaborate with SMEs as author
- Engagement: Google Analytics



## Lead Generation

# Content Promotion


- Assets: eBook, whitepaper, videos, blog post(s)
- Email marketing campaign(s)
- Social media campaigns
  - **Organic** posts: Twitter & LinkedIn
  - **Paid ads** (PPC)
    - eBook, whitepaper
    - LinkedIn, Google Adwords
- Engagement: Click-through-rates



# Sales Enablement

## Sales Enablement

# Enablement Resources: **Internal**

- **Sales play** *directing* reps on messaging on Environmental Impact
  - **Pitch deck** *illustrating* messaging for reps and/or SEs to present to prospects
  - **Email templates** *articulating* messaging to potential prospects
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## Sales Enablement

# Enablement Resources: **External**

- **Sales sheet** or **brochure** (“leave-behind”)
- Collaborate with Design Team





# Questions