



projectline

Get in touch.

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Let your customers do the talking.

CUSTOMER REFERENCE & EARLY PRODUCT ADOPTION PROGRAMS

We use customers' voices in the form of feedback and customer references to help drive the continued development and adoption of your technology. Our methodology enables customer inclusion throughout the entire product life cycle. From adoption to customer evidence, we provide you with a full-service model for marketing and intelligence.

Helping customers use your technology before you launch.

Our Technology Adoption Programs ensure that you meet your customers' needs by putting your products into the hands of early adopters who will become your most enthusiastic advocates.

When your product is poised for release, we help your customers put your product through its paces in a production environment with a pilot or proof of concept. These customers then become the pipeline for customer reference and evidence activities. And this is not limited to prerelease products. The same methodology and program structure can be applied after product launch to prove value and drive adoption.

Letting customers tell their stories.

Our Customer Reference Programs help propel products into the mainstream through influential customer references—because nothing is more convincing than evidence of how an innovative solution has made its users successful.

Once customers have yielded the benefits of an adopted product or solution, we'll partner with internal and external PR teams, marketing teams, analyst teams, field sales teams, and partners to maximize the impact of customer references through advertising campaigns, case studies, events, articles, customer-to-prospect contact, and other sales and marketing activities.

What we can do:

- Technology Adoption Programs
- Rapid Deployment Programs
- Press interviews
- Analyst interviews
- Event speakers
- Sound bytes
- Customer event panels
- Conference calls
- Webinars/webcasts
- Testimonial videos
- Case studies
- Blogs
- Industry articles
- Quotes and logos
- Press round tables
- Customer-to-prospect references
- Customer-to-customer references
- Business value studies

“ I hired Projectline to help oversee a multiyear, \$3 million customer early adopter program because I needed a project manager who could be dropped into a chaotic environment and add immediate value with minimal upfront training. I was incredibly pleased with the work.

– Product Manager, Microsoft Corporation ”