

Marketing to the Technology Adoption Lifecycle	
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For more information, please contact the author at trusch@gatesandcompany.com	<p>Much has been discussed about employing a series of niche application strategies to "Cross the Chasm" between early adopters and the mainstream market in high technology. However, this is easier said than done.</p> <p>Although rules are meant to be broken, and exceptionally gifted entrepreneurs are able to conceive truly innovative strategies, a few Rules of Thumb for applying the Marketing Mix (product, price, promotion, and channels) to the Technology Adoption Life Cycle can significantly help most companies.</p> <p>At the beginning, market to Technology Enthusiasts:</p> <p>Product = Advanced technology Price = Free trials for alpha and beta testers to ensure the technology functions Promotion = Straight talk where technologists gather in person or online Channels = Inventor sells</p> <p>To gain Early Adopters:</p> <p>Product = Prototype to be developed jointly for a specific application Price = Share value-in-use Promotion = State-of-the-Art technology that provides benefits leading to a competitive advantage Channels = Top management sells directly</p> <p>To "cross the chasm" into the Mainstream Market:</p> <p>Product = Fully functional product with no bugs Price = Modest premium over alternatives Promotion = Compare benefits to competitive alternatives in industry trade publications and conferences Channels = Alliances with complementary industry leaders to provide a turn-key solution</p>