



# How to Tell Your Story Without Spilling Your Secret Sauce

PRESENTED BY



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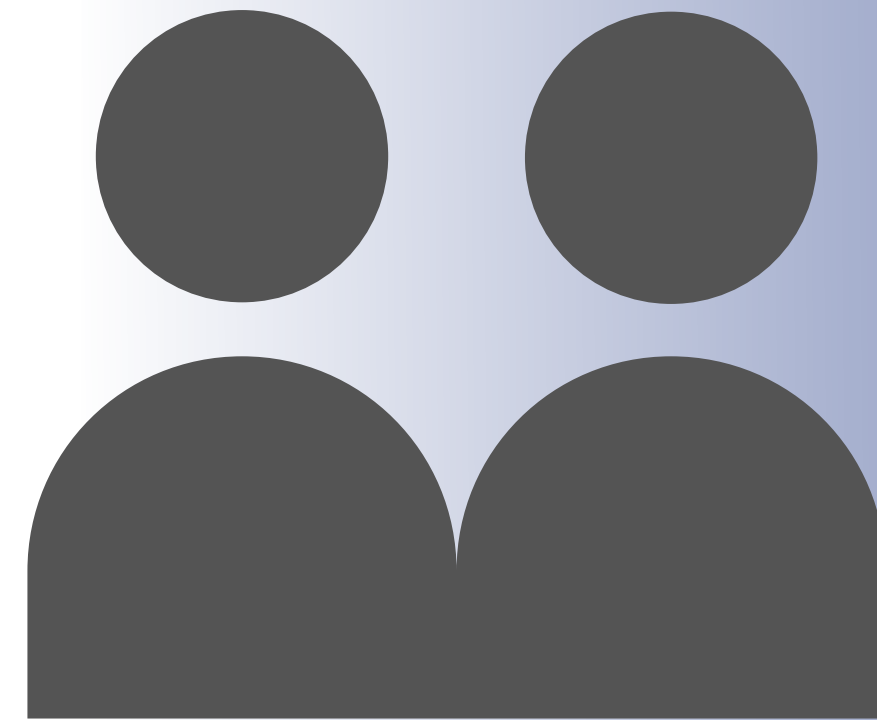
# Today's To-do

Discussion is encouraged.

- Why Say Anything?
- What to Tell
- What to Keep
- Real World Examples
- Questions, Comments, Crowd Wisdom

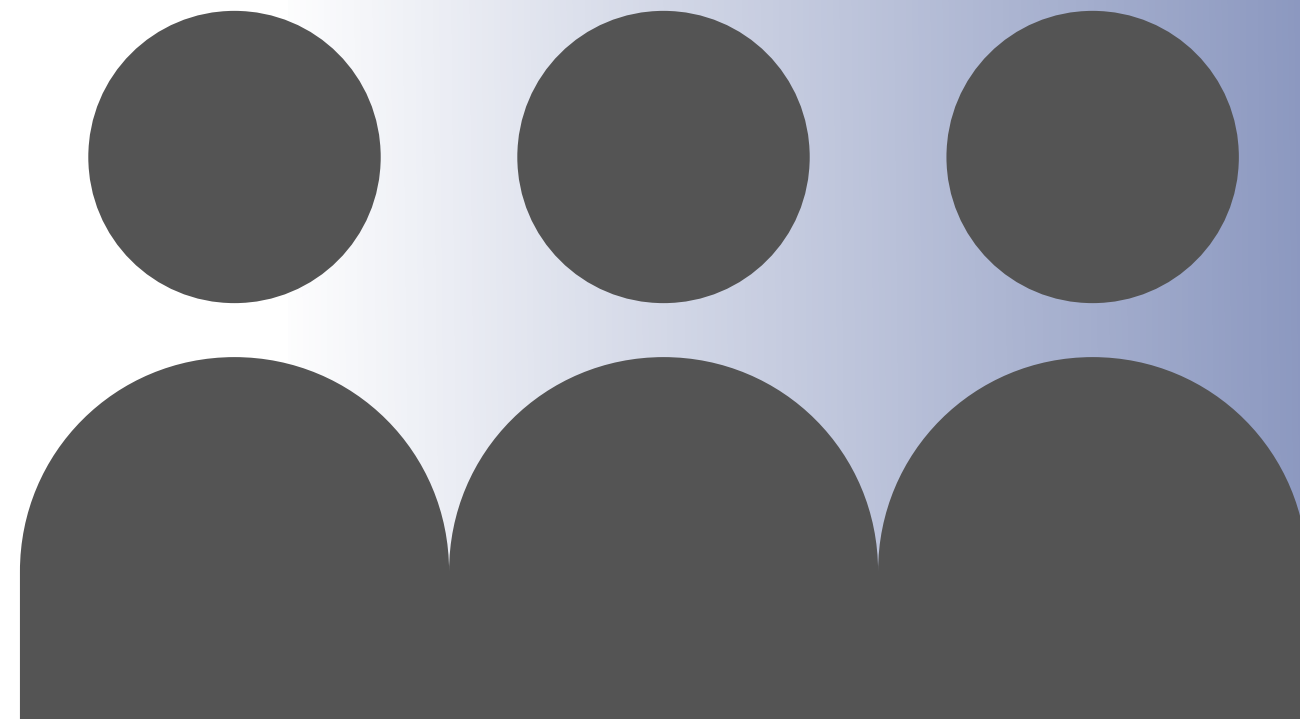


# Who's in the room?



How many years have you been in business?

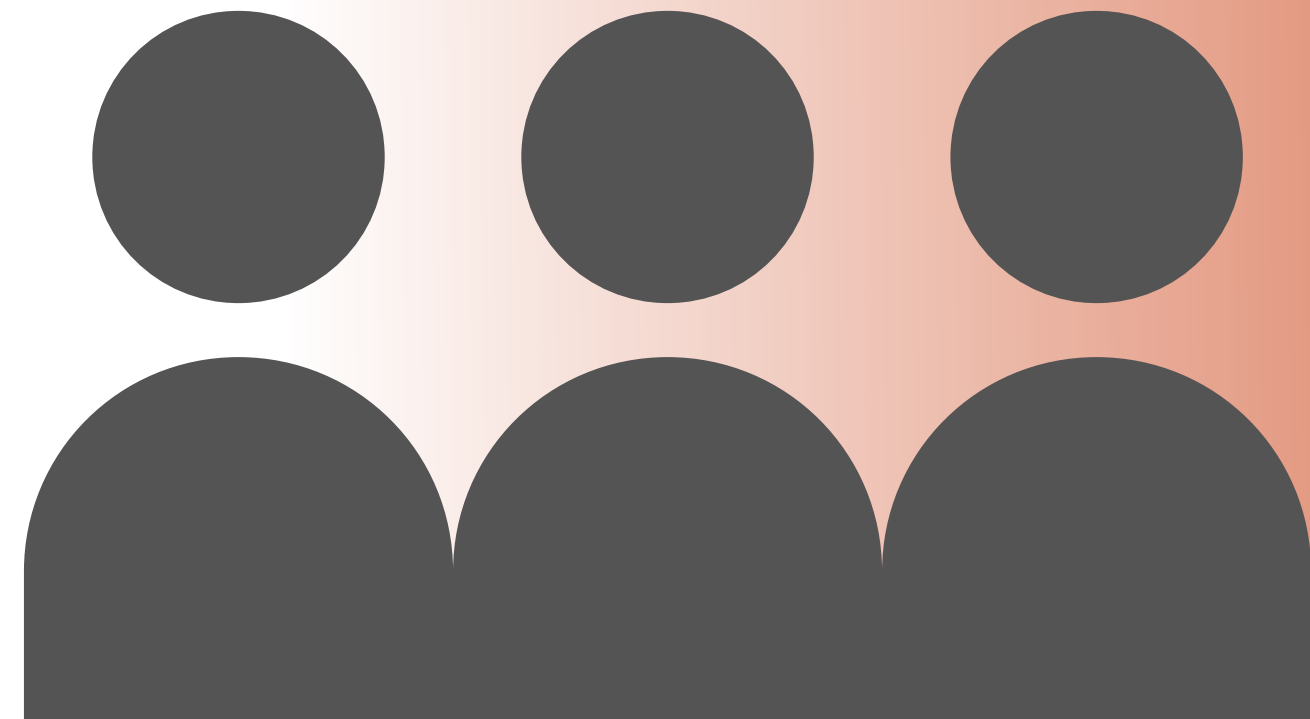
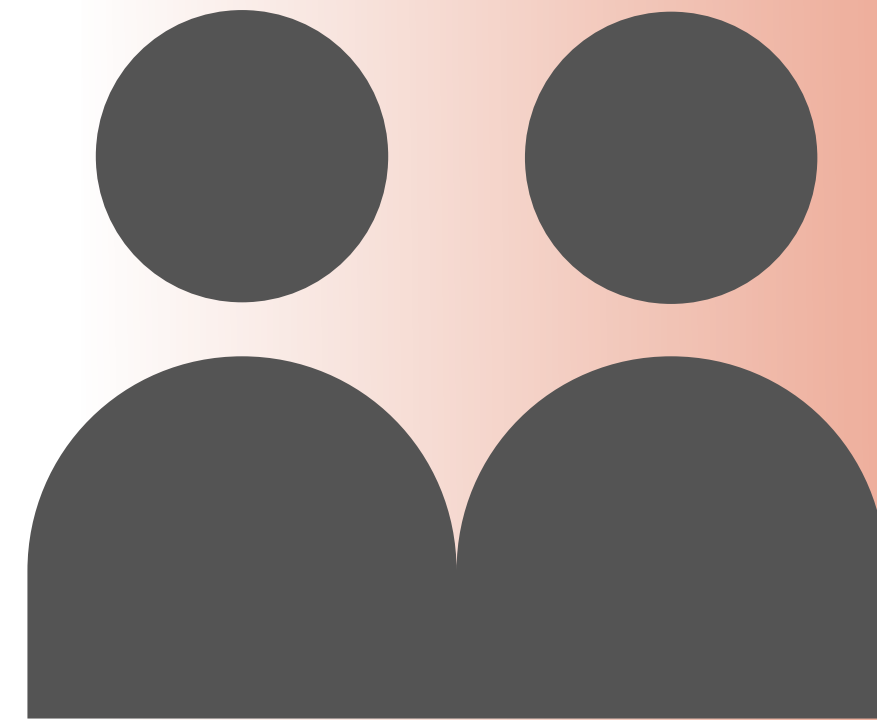
- A. 1-3
- B. 4-7
- C. 8+
- D. 15+



# Who's in the room?

Who are your customers and clients?

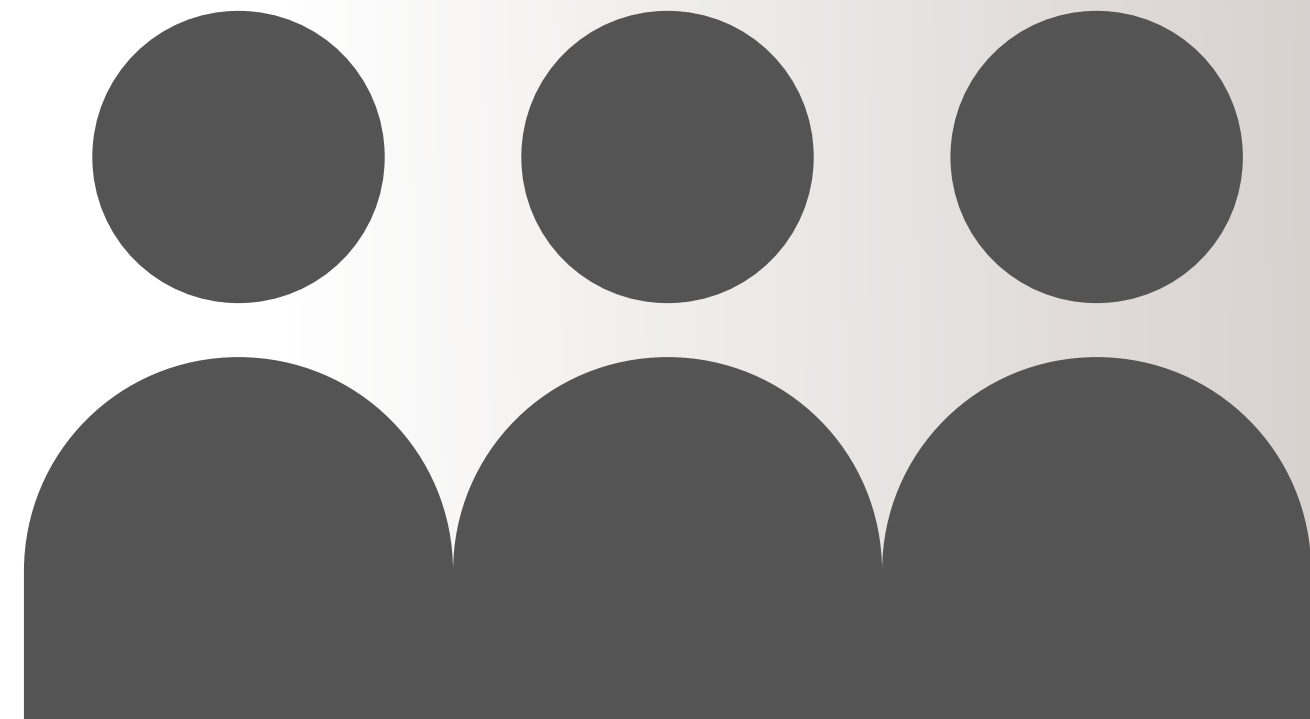
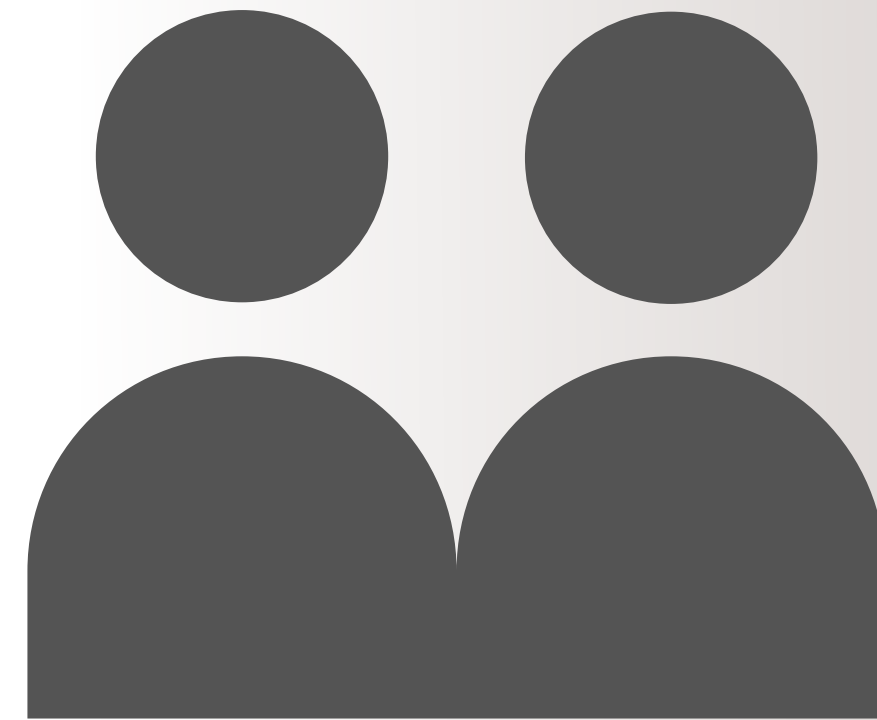
1. B2B
2. B2C
3. B2B and B2C



# Who's in the room?

Broadly, what is your business focus?

1. SaaS
2. Tech that's not SaaS
3. Life science
4. Engineering
5. Academia
6. Something else



# About your host



**JENNIFER OLADIPO**

**All The Communications**

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20 years media

15 years marketing & comms

7 years science + tech focus

**JENNO CO.**

**B2B Content & Strategy**

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Content strategy and development  
for passionate companies in  
technology and life science.

**JENNO**(co).

Why should we say anything?



Our product is awesome.  
Pretty sure it sells itself.  
I'm just here for the snacks.



Our product is awesome.  
But, I see your point.  
What should we say?



# What to Tell

A look + whiff of secret sauce

- Perspectives on the technology
- Perspectives on the industry
- Your customers' world
- Documented research (yours + others')
- Your team's expertise
- Your processes for gaining expertise
- Competitive advantage relationships

Wow, cool.

We have a lot to share.

Still feels risky, though.



# What to Keep

## Cautiously spreading the sauce

- Repeatable competitive advantage
- Specific formulas, code, designs, processes
- Executive-only info
- Legal-team only info
- Create a messaging platform

So, we need to think:  
Will it cost us money, or will it  
make us money?

Okay, how do we do this?



# Real World Sauce



## Global Medical Device

**Why:** legacy product, new audience

**What:** published research, customer's world, team expertise

**How:** blogs, video, social



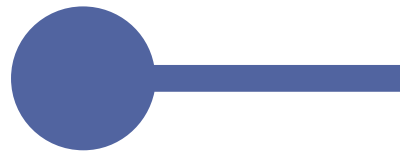
## Identity + Access Management

**Why:** small sales pool

**What:** perspectives on industry

**How:** trade media articles

# Real World Sauce

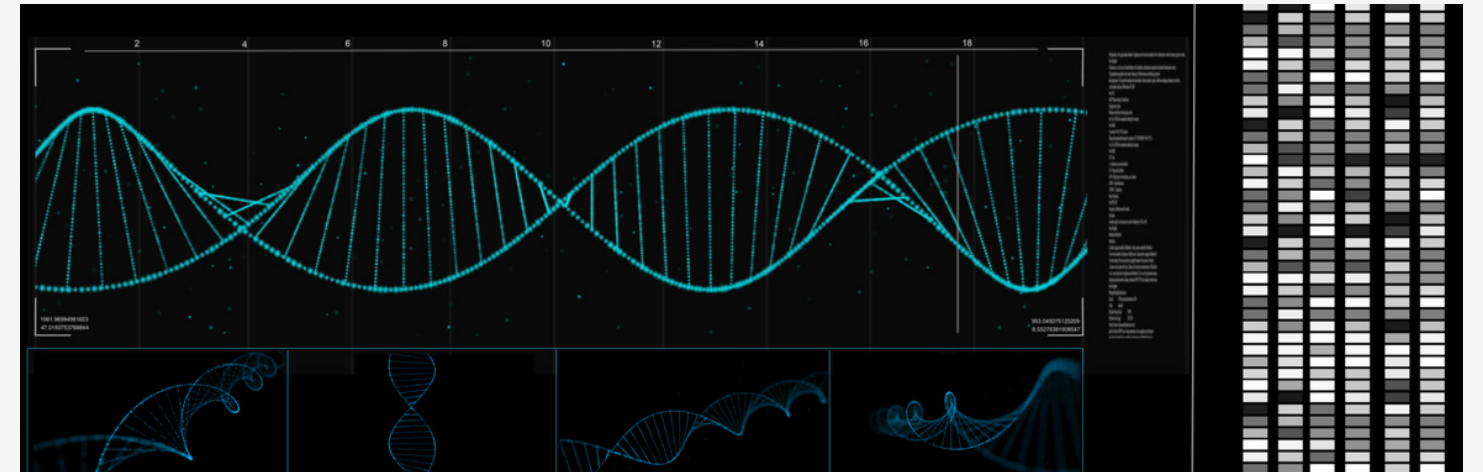


## Security Key

**Why:** legacy product, new audience

**What:** customer world, industry perspective

**How:** sales material



## Genetic + Epigenetic Sequencing

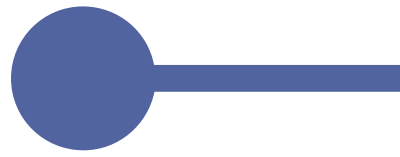
**Why:** complete rebrand

**What:** published research

**How:** website, video



# Real World Sauce



## AI Comment Analysis

**Why:** new application/product  
**What:** customer's world, tech basics  
**How:** digital white paper



## Life Science Fluidics, Microfluidics, and Optics

**Why:** new positioning  
**What:** customer's world  
**How:** interactive quiz

You can do this.

Get excited.

Know that you have lots to share.

Nail down your **what**.

Which subjects are off limits, and which will you focus on? Who's voice(s) will be heard?

Give it the money test.

What are the logical and realistic outcomes of sharing the info?

Look at examples.

Check both large, established B2B technical companies and consumer-oriented.

Go forth without fear.

See what's working and keep optimizing.



# Keep in touch

We'd love to talk about all things marketing.

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