

Tech Thought Leaders

Product marketing for infrastructure vendors who don't have one yet.

Competitive research, analyst narrative and content for the companies selling into the infrastructure market. From the team behind Tech Thought Leaders.

THE PROBLEM

The product is good and nobody can explain it.

There's a stage almost every infrastructure company goes through. The engineering is solid, the customers who find you stay, and yet every conversation starts with somebody asking what you actually do.

The docs are written for people who already understand the product. The homepage says next generation platform, which means nothing to a buyer comparing three vendors on a spreadsheet. Sales has quietly built its own pitch deck because marketing never gave them one, and now there are four versions in circulation.

Usually the cause isn't a lack of effort. It's that the person doing marketing is also doing events, the website, the case studies and the quarterly board update. Positioning work is the first thing to slip because it's the hardest to start and nobody asks for it.

8 yrs

product and technical
marketing in infrastructure

3 days

typical turnaround on a
competitive teardown

0

hourly billing. Fixed scope,
quoted first

The two questions that come up in almost every first conversation. What do we say that they don't, and who is actually deciding. Both are answerable with a few days of reading and a clear head, which is exactly the thing nobody in-house has time for.

Every product marketing job, or the two you're stuck on.

Take the whole function or hand us one deliverable. Most people start with one piece of work and add from there.

1

Positioning and messaging

The one page that decides what you say, to whom, and why it matters. Everything else is downstream of this.

2

Competitive teardowns

What a named competitor is telling buyers, what they charge where it's public, and a battlecard your sales side can use without training.

3

Blogs and articles

Technical pieces that read like an engineer wrote them, because that's the bar your audience holds everything to.

4

Whitepapers and reports

Long-form assets for demand generation and sales enablement, built on primary sources rather than a stack of vendor blog posts.

5

Analyst narrative

Gartner and Forrester submissions, questionnaire answers, briefing prep and the narrative arc that holds it together.

6

Launch and sales enablement

Launch narratives, one-pagers, talk tracks, objection handling. The material sales actually uses, not the deck nobody opens.

WHAT IT SAVES YOU

The work isn't hard. Finding the hours is.

The honest case for hiring this out isn't that an in-house team couldn't do it. It's that they can't do it this quarter, because the roadmap, the event and the website refresh all landed at once.

Competitive battlecard, in-house first attempt

3 to 4 weeks



Same battlecard, with us

3 days



Analyst questionnaire, drafted cold

2 to 3 weeks



Same questionnaire, reviewed and rewritten

2 days



A technical blog piece, starting from a blank page

1 to 2 days



Same piece, ghostwritten and ready to edit

half a day



Estimates based on how these jobs usually run at companies without a dedicated product marketer. Your mileage will vary, and if it's faster in-house we'll say so.

WHAT THIS LOOKS LIKE

The moment it clicks.

These are the things people tend to say once the work lands. They're written as statements about the engagement, not as attributed testimonials, because inventing a quote from a client who doesn't exist would undermine the only thing we're selling.

We stopped arguing about the homepage and started arguing about the customer, which turned out to be a much shorter conversation.

On positioning work

The battlecard changed the sales call. They stopped guessing what the competitor costs and started knowing.

On a competitive teardown

It read like someone who'd actually run the thing, not someone who'd read the docs.

On ghostwritten technical content

The analyst submission went in on time for the first time in three cycles, and it actually argued something.

On analyst narrative

Once there are real clients who agree in writing, these get replaced with their actual words and their actual names.

Three steps, no discovery phase.

No six-week onboarding, no workshop week, no strategy deck that restates your own website back at you. We read first, then we talk.

1

We read before we ask

Your site, docs, pricing page, competitor pages and the last two quarters of your blog. This happens before the first call, so the call is about the work and not about context.

2

One call, thirty minutes, a fixed scope

We agree the deliverable and the date on that call. You get a written scope and a price before anything starts. Fixed, not hourly.

3

The work arrives, then we edit it together

First draft inside the agreed window. One round of edits is included. If the first draft misses, that's ours to fix and it doesn't cost you another week.

Anything we sell never appears on the publication, and anything on the publication is never for sale.

We keep the two apart deliberately, because the credibility of the writing is the whole reason the services are worth anything.

WHAT IT COSTS

Fixed scope, quoted before we start.

Everything below is a starting point for a defined piece of work. Nothing is billed hourly, because you shouldn't pay more just because we were slow.

DELIVERABLE	WHAT'S INCLUDED	FROM
Competitive teardown	Positioning map, message audit, public pricing signals, one-page battlecard	\$4,500
Positioning one-pager	Audience, category, differentiation, proof points, objection handling	\$3,500
Analyst narrative review	Questionnaire review, narrative arc, briefing prep notes	\$3,000
Whitepaper or report	Research, writing, one round of design-ready graphics	\$2,800
Blog or article	Technical piece, 800 to 1,200 words, sourced, ready to publish	\$1,800
Monthly retainer	Two content pieces plus advisory time each month	\$6,000

Turnaround is quoted with the scope. A teardown is typically three working days from the first call. A blog piece is typically two. A retainer starts inside a week.

The first engagement is usually discounted, and we'll say so plainly. We'd rather have a reference than the margin on one job.

Start with one thing.

Most people begin with a teardown because it's the fastest way to find out whether this is useful. Tell us what you're building and who you're up against.

contact@techthoughtleaders.io

If you're not sure where to start, start with the battlecard.

It's the fastest way to find out whether we understand your market. If the first draft doesn't tell you something you didn't already know, don't buy the second one.

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techthoughtleaders.io/services