

Inspirational Marketers featuring Safe Systems

Piyush Saggi

Welcome everybody to the Inspirational Marketers series.

Today's guests are from Safe Systems, and I'm your host, Piyush Saggi. I'm the CEO and co-founder of Parmonic here in Atlanta. I want to welcome our guests from Safe Systems, Christine, Fray, and Teresa, to this episode of the Inspirational Marketer series.

I want to start by asking them some fun questions. So Christine, if I can start with you, please introduce yourself and tell us a bit about your personal journey, and then tell us a bit about what you do here at Safe Systems.

Christine

Well, that could take up 25 minutes, so you can start here. No, just kidding. I'm kind of at the middle to end of my marketing career.

I started marketing back in 1995 officially, when I was living in Australia, and I didn't know marketing was a career at the time.

I'd already been in the workforce several years and somebody exposed me to the job, and I just thought it was a dream. A dream come true that they were going to actually pay me to do, so since I've been working in marketing 20, 25 years or so, in different industries, and I've really seen marketing evolve over the years from traditional marketing to now digital marketing and really becoming more of a data scientist, things like that, so it's quite evolved.

That's really my personal journey from a career standpoint. One other thing to mention, my personal journey. Teresa has been along my personal journey for many, many years, about 20 years of it, at five or six different companies, so we have a very similar marketing journey.

My favorite snack. Ooh, that kind of changes, but let's see, donuts would be good. Favorite book/ movie, definitely the Wizard of Oz.

Piyush Saggi

Fantastic. Thank you. And Christine, also share with us, what is your role here at Safe Systems?

Christine

To work here till I retire, that's my goal. No, really, to just continue to expand Safe Systems in the way they want to go, leverage all the tools we have in our toolbox to expand the brand awareness across the country to our prospects, and just make it a fun brand that people want to interact with and remember, and really just support the company in its goals to grow.

Piyush Saggi

Great. Thank you. Fray, you're up next, so tell us about your personal journey, and then your favorite snack and movie, and also what your role is here at Safe Systems.

Fray

Sure. I guess my journey, kind of to frame it, I guess I should start with my role. I went to school for graphic design, art school kid.

And that was because I had a passion for lots of things, but packaging and I remember being a kid and looking at my action figures and being like, "How do they do this?

How come this box looks like this box and they both look the same?" so I was kind of always... I guess, kind of had a wandering mind. And so, when it came time to pick a career, I was like, "Oh yeah, I should make stuff.

I should make stuff that's visual." And I'm kind of hypnotized by design. So I went to school for graphic design and it was actually kind of crazy how I got in contact with Safe Systems.

I was working at a radio station on campus there and Brendan McGowan, who was just... I don't know what his role was actually at the time, maybe CTO.

He heard me on the radio and went to my website to see the playlist, and that's when he saw that I was a graphic designer and he was like, "Hey, we need some branding," so he gave me a call.

We did an interview and the rest is history. Yeah, I started at Safe Systems mainly to rebrand it, and that's all I thought I was going to do in the beginning, and then marketing happened.

We've always been a small team and we've changed throughout the years, different people. When Christine came on board, she made an effort to really make me, I guess at first, not so much a backup, but to be a marketing person, and that role has kind of changed back and forth.

Sometimes I feel like I'm more of a backup and sometimes, when we've been between people, had to do more of the marketing stuff than the graphic design, if you had to put it into a pie graph, but that's my foundation, is design.

Was that an adequate answer for that?

Piyush Saggi

Yes, thank you. That's fabulous. We at Parmonic just went through a big formal branding/ rebranding exercise ourselves. Our logo and all, if you've noticed, has evolved in the last four weeks, so very much appreciate the value, the importance of a brand and the evolution of a brand over time.

Thanks for sharing that. What's your favorite snack and your favorite book or movie?

Fray

I do want to address the new branding of Parmonic real quick. I just want to say I really like your new logo. I noticed that. We were on, I guess last week we were... maybe it was a call just between the marketing team, but I noticed it and I pointed it out.

Anyway, favorite snack. That has changed over the years. Right now, I'm really enjoying blueberries. I could eat a bucket of blueberries until I turned blue, so I think blueberries are the one.

Favorite book or movie? I think I used to think that was something totally different. It was like, oh, your favorite book or movie should be something that was done so well that scholars will be talking about it for decades and centuries.

Now I just kind of see it as whatever. If it's on the TV or if somebody has it, I can watch it every single time, no matter what, no matter what my mood or the day, and so it's kind of weird. It's between Pee- wee's Big Adventure and The Shining, kind of polar opposites.

If I had to pick one, probably The Shining. I feel like there's something new every time you watch that movie because there's so many details, and you

could hyperfixate on one subtext and choose a different one the next time and get a totally different experience.

Piyush Saggi

That's great. That's lovely. Teresa, you're up next. Please tell us about your role here at Safe Systems, and then your personal journey, your favorite snack, your favorite book or movie.

Teresa

Okay. Wonderful. Yes. My role here is marketing director and, as Fray mentioned, we're a very small team. There's only really the three of us plus all of our tech stack that we use to help us support our goals, and we have an agency that helps us as well.

We are a little bit of wear every single hat every day. We have definite focuses among us. I pay attention to the content strategy primarily, but support all other marketing efforts.

My journey. Yes, I've been with my friend and mentor, Christine, for close to 20 years, but we won't talk about that part.

It's been a long time, my friend, but I also had a similar journey. I was in a different industry, a different kind of career path, kind of landed into marketing and loved it, loved the fact that it allowed me to be creative, but yet analytical and work through problems using both sides of the brain.

Let's put it that way. It's a very fun career and it's always changing and it always keeps you on your toes. What I love about this team is we're always learning something new and I am an avid learner, so that is one of my favorite parts of the job.

My favorite snack probably is, and always will be gummy bears, love them. If you have a bag, pass them this way. As far as favorite books and movies, it changes constantly.

I'm an avid movie watcher, true movie geek. I'm watching a lot of British films right now. But yeah, it changes constantly, so hard to say, but I will definitely always be a movie goer.

Piyush Saggi

That's great. Thank you for sharing that, and while you have the floor here, I want to ask our next question here, to you first, Teresa, and then I'll go back to Fray and Christine, who's the most inspirational person, that has had the biggest impact on your life?

Teresa

Yeah, this is always a tough one, but when I really think about it, there was a wonderful person, Elizabeth McMurray- Hauk. We called her Mac. She was my first drama teacher in high school.

And I think she truly allowed people to express themselves and feel comfortable, and you didn't have to be a great actor or even want to be an actor to be a part of Drama and to be a part of the class, and she cast me in a musical when I couldn't sing.

She had a great way of supporting people and helping them find themselves, and so I think she was truly one of the more inspirational people in my life.

Piyush Saggi

That's great. That is so inspiring. Fray, how about you?

Fray

Let's see. I definitely always think back to a lot of the little tidbits of wisdom that my professors back in school gave me, and there's really two in particular.

I guess they all have little pieces that kind of kick around in the old noodle, but one is, I'd guess I'd go with Stan Anderson. We were a very small group when we were going through this program.

It was very competitive, only 21 people got in and then you're with those other 20 people for two years, and so you'd become kind of like a family. And then at the head of the family was Stan.

He was kind of like more of a paternal figure in some ways, and he would just say the weirdest stuff. He had a lot of advice that would just constantly rattle out of his mouth, and he had some really weird sayings too.

Like when we were interviewing and stuff, he would say, "It's like going to the prom. You got to say yes to just one." Or he would have also some what might be called inappropriate sayings that are always really funny to joke about afterwards.

But he was kind of unapologetic about being an artist, which was something that I'd never seen before. You always felt like you had to validate yourself in a way.

And he was just like, "No, when people ask what I am..." He was an amazing graphic designer. He had an incredible resume, but he would just say he's an artist, and he kind of went with that.

I think about that a lot especially when people ask, "What do you do?" "I'm a brand manager or I'm a marketing guy," but at the end of the day, I'm an artist. And I do think about that a lot.

Piyush Saggi

That's so profound there. Christine, how about you? Who's the most inspirational person, that's had the biggest impact in your life?

Christine

Well, I would say a lot of my bosses along the way have had a big impact on what's shaped my values and my management style.

I've learned how they've motivated me and I use those tips and tricks to motivate others, especially as I get towards the end of my career.

I'm really enjoying mentoring and teaching younger people who are coming into marketing. But if I had to pinpoint my first marketing boss, his name was Peter Rose.

It was in Sydney, Australia, and I met him doing a temporary job. It was just a temp position, and I was like a secretary in this sales group.

He ended up leaving this company I was temping for and went to go be general manager of 130 retail stores in Australia.

A couple months into his GM position, he called me and he said, "Hey, come and talk to me." And I mean, I was just a temp secretary, so he didn't know a whole lot about my background or my skill set, but he saw something in me that he was able to develop.

He brought me over one afternoon and he told me all about this marketing job that he had open and all the different things I would be doing- the television, the radio, the advertising, the billboards, the retail promotions, and the catalogs.

It just went on and on from a creativity standpoint that I just couldn't believe that was a real job. It was so inspiring that he knew I'd never done any of it before, but he said, "I know you can do it." He gave me the job and it changed the course of my career the last 25 years, so I would say Peter Rose is my most inspired person.

Piyush Saggi

Great. Thanks for sharing that story, and thanks Fray and Teresa sharing your perspectives on that as well. I think as I ask this question to a lot of marketers, it's always...

I think what I'm noticing from a trend perspective, is it's either a former teacher, somebody who's influenced marketers, or a former boss, many a times, or a colleague, who just kind of ignites that this spark inside one of us, and then that's what leads to lifelong inspiration.

Let's move on to our next question. And Christine, since you have the mic here, and you're the marketing leader of the team here at Safe Systems as well, I'll pose this question to you.

From your perspective, what's your worldview of marketing, the big goals? What do you have to think about and deliver from a marketing perspective here at Safe Systems?

Christine

Yeah. A lot of things have changed in marketing with technology and the internet over the last 15 years, and we've really had to adapt to how we reach people, how we speak to them, how we support sales, how we measure things.

Everything is changing constantly, but I think the whole point of it really has never changed. What that is to just help people who either know or don't know that they have a problem that they need to solve, and in a helpful way, we are there when they need us to help them solve a problem.

I think that just comes from a background in the service industry versus selling widgets, even though widgets can solve problems as well. I see us as a problem solver, helping people be a hero within their own company, finding the right people, the right solutions to help them grow and to make their company stronger, so it's sort of a service that we're doing.

We also serve the whole company. From a branding perspective the weight's on our shoulders, as far as just really providing a compass as to how people perceive the company, just through our external taglines, our colors, our graphics, our voice and tone.

We have a lot of responsibility to shape the company and the culture. That's really what I see as our goal, is to just make sure that we're always

aligning to who we want the company to be and attracting the right customers and growing the company.

Piyush Saggi

That's great. I want to pause and touch upon this topic you mentioned a couple minutes back, around having a service- oriented perspective. Those were not the words you used, but I think that's such a beautiful concept.

It probably needs some more thinking by me and other people who will end up watching this as well, of there is a difference between serving customers from that service- oriented philosophy versus selling a widget philosophy, so thanks for sharing that.

I think that's a very, very good observation there. Fray, let's get your take on your world view of marketing.

What are your goals?

Fray

I would say there are a few aspects of it. It's not just one simple thing. I think marketing is there to help people with their decision- making processes when they're looking for a solution to their problems.

You want to streamline it. You want to make that whole process more efficient and even educational, which also plays into the idea that marketing is, it's empathy in business.

You want to kind of anticipate what their questions might be, what their feelings might be, and you want to actually use that to have a useful interaction with them.

And then I guess the last part would be that this interaction is no longer just between one person and another person, it's between a person and a business. And so the other aspect of marketing is to create that comfort and that kind of rapport that you can't necessarily have when a business is scaled to the size of many businesses.

You're no longer just a person talking to a person, sometimes you're a website talking to a person. And how do you get a real person to trust that and to relate to that?

Piyush Saggi

That's true.

Fray
Marketing.

Piyush Saggi

Right? No, thanks for sharing that. Sometimes you're a website talking to a person. I think that's a beautiful observation there. Teresa, what is your perspective on the role and the goal of marketing here at Safe Systems?

Teresa

Yeah, I feel right now that we do have responsibility. There's a lot of business, I think, too thinking about what is their responsibility, their commitments.

You see a lot of trends in business over time. We lived through one where employees were the focus and if employees were happy, then customers were happy. I think what you're really trying to say there, when you put some of these things into practice, is what matters is the people, and you're trying to, as Fray used a wonderful word, be empathetic.

People have learned a lot. There's a lot of new technology. You can't get away with just a catchy phrase or tagline. There's a lot of transparency required.

And I just think that a worldview of marketing requires us to really be cognizant of the people that we are talking to, in whatever format.

I'm a little skeptical of some of the things like bots and things that try to replace the human interaction, because I think although they're important tools and techniques, we have to remember there is a connection we're trying to make and whether that's through storytelling or different types of all of the new kind of engagement marketing, we just have to really think about what is that connection and what is our responsibility?

Piyush Saggi

Talking about storytelling and engaging people, let's talk about our next question here. What role video and webinars are playing in your marketing plan, marketing strategy and, Teresa, since you have the mic, I'll start with you.

Teresa

Yes. I think webinars are a huge part of our strategy and they, interestingly, have really taken off in many business models, where people do have that desire to learn and connect, and webinars play up an important role in

providing information in a little bit more in- depth way that you can't do through just simple ads and email marketing and social.

So webinars are definitely a strong connection point, whether you are sharing general industry knowledge and information with your subject matter experts, or you're really trying to focus on a problem and how to solve it, or even your products, which we all have to sell products as businesses.

I think they're key and I don't see them going away anytime soon. I think the formats may change. We'll get into this, I'm sure, but the flexibility of things like Parmonic, that helps you take different parts of those webinars and use them in different ways and make them more digestible to people is very, very important.

But I think videos too, there's so much in today's world with people want to see and actually have that almost tangible feel, because I can see it in that video versus just a stagnant ad and videos are also very important.

We're struggling, I think, a bit more in our company right now with the video side, but we are definitely highly focused on the webinar side and continuing to improve that.

Piyush Saggi

Great. Thanks for sharing that. Fray, what do you think about role videos and webinars that playing in your plan?

Fray

I would say my honest answer to videos and, in general, why they're so desirable and a part of so much marketing is that people's attention spans have changed.

I think that it's something that when you want to learn something, you go to YouTube and you want to see it and you want it to be under five minutes and everyone feels like they're too busy to read pages upon pages upon pages sometimes.

But I don't think that's necessarily a dig at people or people of today. I think that it's just a matter of being visual learners. And I think that not just a few of us are visual learners, I think many of us are visual learners.

I think to be human is to be a visual learner. That's what we do. We observe other people in their activity or things and we mimic it and that's

how we get to where we are now as adults, but webinars, in that regard, they take that aspect of either being bite sized or visual, and they can be used for education, which can also build trust and that rapport that I was talking about earlier.

It can also show our authority as a company on certain subject matter. When someone's trying to figure out if we're the right fit for them, they can really get a sense of the type of people we are, the knowledge that we have, and it does a lot of that relationship building as well.

Piyush Saggi

Thanks. Great. That was a great observation there, that to be human is to be a visual learner. I think all of us are like that. We close our eyes to dream and dreams are kind of videos of the world.

A video version of the world.

Fray

Yeah, exactly. I see webinars when I go to sleep. I don't know about you.

Piyush Saggi

Christine, what's your take on what role videos/ webinars are playing in the plan here at Safe Systems?

Christine

Sure. I was thinking along the lines of Fray as well. Just thinking about how videos have evolved, and 20 years ago producing a video involved a lot of people and a big, huge camera and big, huge microphones and lighting.

It was quite a technical feat to be able to mix it and put it to music and then actually play it because it was such a big file and how do you project it?

It was just this big clunky thing, but the world knew you needed it. Now with technology, shame on anybody who's not using video or webinar because it's practically free.

It's in the palm of everyone's hands with social media. I think it's kind of changed the culture and the world with how people connect.

And then I think also just the recent events of the pandemic, it sort of saved the world. It was a way for people to communicate and a tool that most people had access to.

It's become, I think, a really important tool from a marketing standpoint as well. It's expected. It's no longer a luxury or innovation.

It's just an expected channel. Depending on how you want to consume content, people expect that they can consume it however they want.

They may want to read, they may want to watch, and you have to give them both. They may want to do something in person and you have to be prepared for that as well.

You just have to think of the way people interact now. And like I said, with the cost of the technology coming down and how advanced and sort of ubiquitous videos and video cameras are to people, it's just an expected part of marketing now, that can be a powerful tool.

Piyush Saggi

Thanks, Christine. That was a great insight there, that some people want to read, some people want to watch, some people want to perhaps attend an in-person event. I think as a marketer, as you were alluding to as well, we have to cater to everybody in the audience and not just one particular group that only prefers one format.

Let's segue into our next question here. I want to ask you. Christine, let's start with you. How do you use Parmonic? How do you see Parmonic?

If you can also share what your internal process is, what some of the end results are, in terms of what you share with your internal and external customers, that would be very helpful.

Christine

Sure. I'm probably going to be the most highest level here because I've kind of got away from the nuts and bolts of using the product, and my team has been developing the processes in the background, but just at a high level, the reason that we sought you out and engaged with your company is we were looking for a way to take a longer production, like a webinar that was an hour long, and make it easier to edit it and repurpose bits and bites of it in an easy way because people don't necessarily want to consume an hour long piece all at once.

They're used to skipping ahead of what they're looking for or finding just the little bit that they need and then discarding the rest.

That's what your tool has made us much more efficient in being able to just pull out the highlights, edit quickly, provide our users with what we think are the most important parts that will get their attention to start the engagement, if you will.

It's just really become another engagement tool to support our efforts of attracting the right buyer.

Piyush Saggi

Great. Thank you. Fray, if you can share how you use Parmonic, and I think from your perspective, the process and what the end outcomes are as well?

Fray

Right. Well, my first thought, the obvious thought is that it's a user- friendly format to edit video.

What is it? The format is text based. You're actually using the text from the video to edit the video, visual platform, so that means people from different backgrounds can use it.

I'm editing videos all the time on actual video editing software using timelines and all that, but this is kind of a different approach to where anyone on our team, which once again is pretty small, we can get on there and we can say, " what?

I don't like this part when they said this, let's just take that out." And it's a matter of highlighting the text and working with it in that way, which is pretty unique actually.

But as a designer, as far as how I use Parmonic, I like all of the quick outputs that you can do. I do a lot of stuff for our website, and it's just nice to have a trailer video that you can embed that is a part of the moments that you've already chosen.

Getting to that process of the final trailer video, or the timeline or whatever you want to embed, a lot of the work has been done for other reasons, and so then you have it for those quick little embeds when you need them.

Piyush Saggi

Great. Thanks, Fray. Teresa, can you say your perspectives on, how do you use Parmonic?

Teresa

Yeah, I think the team has hit on a lot of the key points. We are, as most marketers, trying to find ways to engage and interest our audience, and just like Christine mentioned all those different formats, you don't know which way they want to consume, but we do know sometimes there's great information in webinars, but someone just may not have the time to get through 45 minutes to an hour, even if they do register and download a full webinar.

It's how do you take those really key moments? How do you find the messages that may relate to one audience member versus another?

Targeting is a big focus for us. If we have produced 45 minutes of content, we want to repurpose every inch of it that we can.

We want to find that if the credit unions have a different pain point and maybe this moment is more important to them, perhaps we can now with your tool easily extract that moment and share it in different formats, whether that's via social or email or in some other platform with our credit unions.

We can do the same as we target states and we target different associations. It just depends. I think every, every marketer will find unique ways to use it, and we're still exploring.

We're still finding many uses and many tools, many ways that we can use this tool. I think overall it's been just a wonderful way to continue the content experience.

Christine

And Piyush, this call alone has given me an idea of how to turn our traditional case study interview into a Parmonic bit and bite, so I'm going to start thinking about how we might do case studies differently instead of doing them just in a reading, writing format.

Perhaps we could record a phone call or do a video and create testimonial videos using the tool.

Fray

That's a good point, because we do the interviews anyway.

Christine

Exactly.

Fray

It's like, yeah, why not use that?

Christine

Exactly. Exactly. Yep.

Piyush Saggi

Yeah, absolutely, and I'll share the output of this with you all as well, of course. Hopefully that gives you some other ideas. In this call, for example, there's so much I'm learning from you, your perspectives, your wisdom, and hopefully when you talk to your customers, it's a similar sentiment there.

I do feel this format and then just taking out the relevant pieces and repackaging them, it does make the overall content journey for others just so much more meaningful.

You've touched upon this a little bit already. I want to ask one more time and, Christine, maybe I'll start with you here. Just as you zoom out and think about, you've worked with Parmonic for over a year now, actually.

What impact has it had on you, a team and your brand?

Christine

I'll just kind of piggyback on something Teresa said and expand on it a little bit. I think the biggest impact that it's had is, because we're such a small team and because our strategy is a content-driven strategy, it's very labor intensive for us to create content and to be able to take a big piece of content and break it up easily and quickly and efficiently into 10 pieces of small content that we can then customize the messaging to our target.

It's really empowered, I think, our team just to be able to do a lot more than we could before. I would say it's just really increased our efficiency and also our creativity of how we might use content, what we can do with it with the tool.

Piyush Saggi

Great. Thanks for sharing that, Christine. Fray, what's your take on this?

Fray

I might have to recycle an answer I just gave, but I would say we can all use the platform, which is kind of amazing. We keep saying we're a small team.

We have different backgrounds. Video editing isn't necessarily part of all of our backgrounds, but we can all get in there and we can all make edits necessary, if one of us is out or on vacation or whatever.

I also think that since the process of processing a video and picking those moments is kind of done in the beginning, all that grunt work, if you will.

You're able to then grab from a library of interaction tools pretty quickly, and I think that's just been really handy. In fact, just yesterday we were having an issue with a different embed from a different company on our homepage.

I just was like, " Oh, I'll just go and grab that trailer from Parmonic real quick. I know it's ready. I know it'll work." And so I grabbed that and put that there instead, swapped it out, and it was a quick fix and it was just stress free.

It was really nice.

Piyush Saggi

Great. Thanks for sharing that example. Teresa, what impact has Parmonic had on you from your perspective, and on the team and the brand as well?

Teresa

Yeah, I think the team has hit on it a lot. Christine mentioned something earlier that's kind of struck with me is that, so many years, and you've seen so many evolutions happen across the board.

Video is really one of those things that used to be so, so labor intensive, and as a small team, you're always looking for ways to have output quickly.

I think Parmonic just again, I know Fray mentioned it and Christine's mentioned it, but it just gives us one more secret sauce.

We're ready to prepare something that looks polished and finished. We're ready to quickly pivot on an idea and we're big on ideas here on our team.

It doesn't matter how small you are. Your ideas can be as big as they want to be, and Parmonic helps you achieve no matter what size the idea is. We need tools like Parmonic to help us small teams achieve big things, and that's kind of how I feel the impact on the team is.

I mean this in a positive way too, it's affordable. There are tools out there that are out of our reach as a small company, and sometimes that's very

important to remember, is that, again, small brands, small companies have big dreams, big ideas, and we need all the support we can get to reach those audiences.

As far as from a brand perspective, I think it's helping us market to new regions and open up new markets in general.

Piyush Saggi

That's fantastic. And I think that is a true practical aspect of the world we live in, that budgets matter, and affordability has to be there in order to make this a meaningful product.

My last question here for each of you, Christine, I'll start with you. You've had a very richer career in marketing, still lots of years to go ahead.

What are your three big tips for other B2B marketers?

Christine

Hmm, that's a good one, and there is something I want to circle back on too here. I would say the first tip for probably a new marketer is don't assume that your role is going to be narrow and you're going to specialize in something and it's going to stay the same and that's just who you are and what you're going to be for your career.

Because technology has had such a huge impact on the way people buy, and in turn the way we market to them and their experience, that I would say there's just so many opportunities for someone in a marketing career to try so many different aspects of what it takes, from a technical to an analytical to a creative.

There's just so many nooks and crannies to explore now that weren't there 20 years ago, so really just stay open minded as far as your own journey goes in building your career.

Another tip would be to learn from others. Always surround yourself with people who know more than you, who have different skills than you, and you will learn something new every day, and that will keep you going, and it will inspire you for new ideas and new things to learn and grow your own skills.

I'm not sure if there was three in there, but...

Piyush Saggi

Well, the quantity doesn't matter, they. Fray, what are your top three tips for other marketers?

Fray

The first thing that came to mind was one of the first lessons I learned. I had this designer ego when I showed up and I was like, we need to create every graphic from scratch, and we need to really make sure that everything is as proprietary as can be.

Then I quickly realized that when you are the only designer and you're having to crank out all sorts of different collateral, you need to lean on others. It took me a while, and this was something that Christine definitely taught me, it's okay to use stock photos.

Sometimes it's absolutely necessary. I guess my first tip would be, it's okay to lean on others. It's okay to ask for help from other companies.

Other than that, I keep going back to the empathy. You really want to walk through the steps that buyers are experiencing through their journey. That includes doing the research, but whatever you need to do to actually put yourself in their shoes and really uncover what some of the things are that you wouldn't expect to be that are a part of that journey.

And I'm going to have to steal Christine's answer. Don't be afraid to change. My career is not quite as far back, but let's see, I've been doing this for eight years now, and in that short time, I've seen the approaches to marketing change.

Sometimes it can feel like buzz words and whatnot. Sometimes it might be... It seems like storytelling was a buzzy thing for a while, but then it became, "Oh, wait, no, what they're really talking about is videos, and they're talking about how we're changing the way that we interact with each other," and stuff that we've already covered.

Technology changes and people change and marketing changes, and so you should be along for the ride.

Piyush Saggi

Great. Thanks, Fray. Teresa, what are your three tips for other marketers?

Teresa

I think one of the ones that I primarily want to kind of stress, and it may be the best one I can think of without repeating all the great ones that

Christine and Fray have already mentioned, but I think in marketing, what happens, it's probably more of a business challenge, but a lot of people think that if you're in financial services or you're in healthcare, whatever industry you may be working with is a niche.

I would advise marketers to realize that the marketing principles can apply to every situation and every industry and everything you learn can cross over.

We can learn from B2C in a B2B business. We can learn from different sizes of industries and businesses, small businesses and big businesses alike.

Every type of marketing activity is something that can transcend. I think a lot of marketers get kind of pigeonholed into, "Well, you market for financial services, so that's where we're going to keep you." I just think that is something in marketing we really need to fight for, is there's so many ideas out there and so many ways to apply your marketing expertise and everything you've learned, and it can go to any industry and any size business, and don't let anyone tell you differently.

Piyush Saggi

Great, thanks for sharing that, Teresa. I think that's so wise and helpful. I'll share quickly. My father was an entrepreneur most of his life before he retired and he grew up and lived and did business in the pre- internet era, and I still learn from the stories he shares with me that are still relevant to this day, so that was a really interesting point you made around, it doesn't matter whether it's a B2B or B2C, which particular vertical, there's so much cross learning that can happen.

With that, Christine, Fray, Teresa, I want to thank each of you very sincerely for your time, for being here with me today, for doing this recording and sharing these really, really interesting perspectives from your side, and for being a Parmonic customer.

We are grateful, and I thank you very much for that.

Christine

Hey, Piyush, I have one other thought I wanted to squeeze in there. One of the things I've learned over the years is to choose your vendor partners wisely, and I can tell you that I still have a couple of my vendor partners that I've had for 20 some years across five or six companies.

It's just those kind of people that you can rely on, that are experts in what they do, that have the same values and the same work ethic as you. I can also tell you that not every vendor partner is alike.

I've been to different trade shows where I've interacted with new tools and fancy things that are coming out, and quite honestly, they're not as interested in working with a small team with a small budget.

So I have to give you and your team a huge pat on the back, because you've made us feel, where we're not always made to feel that way, you've made us feel important to you and gave us a voice.

And you've been there to support us to really learn the product, answer questions, innovate with the product. And it's sort of agnostic that we're probably not your largest customer, and we never will be, but that's not lost on us, the amount of one to one attention that we feel from you.

I just want to make sure that's known that not every partner is alike and you have to choose them wisely, especially when you have a small budget and it's a matter of choice, where either I can do this or I can do that.

I can't have both. And so when we choose a vendor and choose a tool, it's basically we're giving up something else to do that, and we deem this one more important, more useful, and it's important for us to fully utilize the tool and we need the vendor partner to help us do that.

I just wanted to squeeze that in, because I think it's important for people to understand your approach in the company and how you serve your customers, and that it wasn't lost on us, that we've been kind of folded in and treated very well from a small team perspective, which we know doesn't happen across the board.

Piyush Saggi

Christine, thank you for sharing that. I really appreciate it, and it's our privilege. We get to work with you and the team here at Safe Systems.

I'll refer back to something you said earlier today around just being more service oriented. I had not thought of ourselves from that lens, but you said it so eloquently and we just want to strive to be that way, that we can serve our customers very well and not just sell a software and run away.

That is not who we are, so thank you very much again. With that, we'll end our recording here, so let me hit pause.