

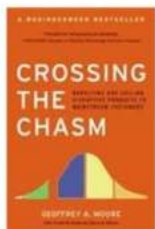
# Unlocking the Secrets to Successfully Marketing and Selling High Tech Products to Mainstream Customers

When it comes to selling high tech products, the mainstream customer base can often be a tough nut to crack. These customers may not have the same technical knowledge or enthusiasm as early adopters, and they may be skeptical about the value and usability of the latest gadget or innovation.

However, with the right marketing strategy and approach, it is possible to convince mainstream customers to embrace and purchase high tech products. In this article, we will explore some key insights and techniques that can help you effectively market and sell high tech products to mainstream customers.

## The Power of Storytelling

Mainstream customers are often more interested in how a high tech product can improve their daily lives rather than the technical specifications behind it. By focusing on the benefits and personal experiences, you can create a compelling narrative that resonates with the audience.



## Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers (Collins Business Essentials) by Geoffrey A. Moore (Kindle Edition)

★★★★☆ 4.3 out of 5

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Text-to-Speech : Enabled

Enhanced typesetting : Enabled

X-Ray : Enabled

Word Wise : Enabled

Print length : 256 pages



For example, if you are selling a smart home security system, instead of bombarding the customer with technical jargon, highlight how it can provide peace of mind by protecting their loved ones and valuable possessions. Use real-life scenarios to show the potential impact of the product and draw customers in through emotional storytelling.

## **Targeted Advertising and Influencer Marketing**

To reach mainstream customers effectively, it is crucial to target your advertising efforts and collaborate with influencers who have a strong connection with your target audience. By partnering with influencers who align with your brand values, you can leverage their reach and credibility to establish trust and generate interest in your high tech products.

Consider working with influencers who have a diverse following, including both early adopters and mainstream customers. This can help bridge the gap and create a balanced marketing approach that appeals to different segments of the market.

## **Emphasize Ease of Use and User-Friendly Design**

Mainstream customers are often wary of complex technologies that require a steep learning curve. To overcome this barrier, it is crucial to highlight the user-friendliness and ease of use of the product. Focus on intuitive interfaces, simple setup processes, and clear instructions.

Invest in user experience design to ensure that your high tech products cater to the needs and expectations of the mainstream audience. Conduct user testing and gather feedback to continually improve the usability of your products.

## **Provide Excellent Customer Support**

In the high tech industry, customer support plays a pivotal role in building trust and ensuring customer satisfaction. Mainstream customers may have more questions and require additional assistance when using high tech products.

Offer multiple channels for customer support, including phone, email, and live chat. Train your support team to be knowledgeable, patient, and empathetic, ensuring they can address any concerns or issues promptly. Additionally, consider creating a comprehensive online knowledge base and FAQ section to provide self-service support options.

## **Utilize Social Proof and Testimonials**

When it comes to making purchase decisions, mainstream customers heavily rely on social proof. They look for reassurance that others have successfully used and benefited from the high tech product they are considering.

Collect positive customer reviews, testimonials, and case studies to showcase the value and reliability of your product. Display these testimonials prominently on your website and social media channels to provide potential customers with the social proof they need to feel confident in their decision to purchase.

## **Continuous Innovation and Education**

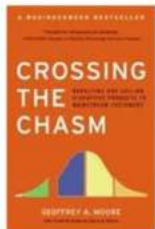
High tech products are constantly evolving, and it is crucial to keep your customers informed about the latest updates and advancements. Regularly

provide educational content through blog posts, videos, and social media updates to engage your audience and deepen their understanding of your products.

Additionally, highlight any innovative features or improvements in your marketing materials to demonstrate that your high tech products are at the forefront of technology.

The mainstream customer base presents unique challenges when it comes to marketing and selling high tech products. However, by focusing on storytelling, targeted advertising, user-friendly design, excellent customer support, social proof, and continuous innovation, you can overcome these challenges and successfully convince mainstream customers to embrace and purchase your high tech products.

Remember, the key is to understand the needs and motivations of mainstream customers and tailor your marketing and sales strategies accordingly. With the right approach, you can unlock the immense potential of the mainstream market.



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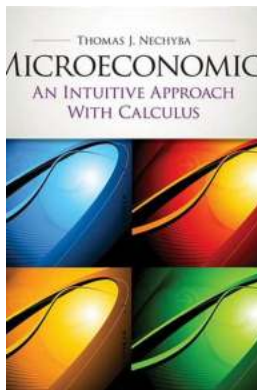


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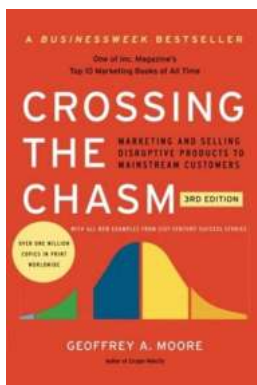
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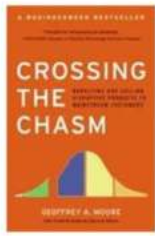
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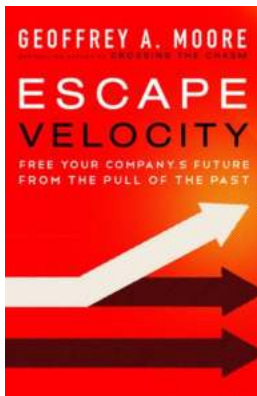
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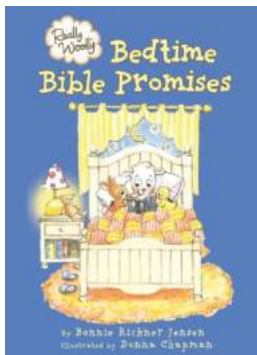
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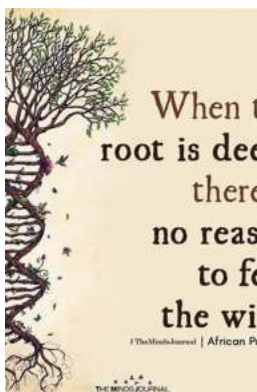
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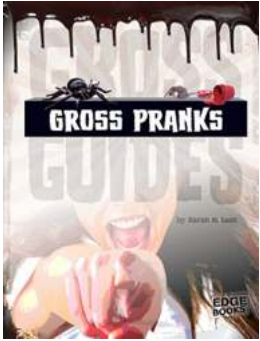
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