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Flowgear Marketing: 2026 Wins and 2027 Direction

What this year taught us, where we are going and how we get there.

The Short Version

- Our real buyers are **CFOs and CEOs**. Developers still matter, because they influence today's decision makers and become tomorrow's.
- We want to move Flowgear **from vitamin to painkiller**: one proper fix instead of a lifetime of patching.
- Marketing's job is to make Flowgear **seen, heard and, above all, remembered**.
- The 2027 goal: **200 qualified trials, 100 actively building** and 3 to 4 enterprise whales.
- The big question: is the free trial the right front door for how Flowgear actually sells?

2026 Wins

- **Brand reach:** advertising put Flowgear out there, with more visibility than ever.
- **CFO breakfasts:** real relationships with the people who sign.
- **A new website.**
- **Awards and PR:** phenomenal for visibility, and PR grew hugely.
- **Customer stories:** a new layout, customer interviews and our first video case study.
- **Lead tracking:** every website sign-up now shows where it came from and what it viewed.

What 2026 Taught Us

- Our buyers are senior executives. They think in KPIs and want a human, not just a website.
- Vertical proof wins. A recognizable customer in the same industry lands best.
- Win the holding company, then work down into its subsidiaries.
- OpenAI Ads tests produce real sign-ups, and Reddit gives us low-cost reach to test messages.
- Our search ad tests reached plenty of people. The offer and the landing page are the next thing to test.

Our 2027 Goals

A pipeline of real builders, mostly in the US, with a few big enterprise wins worked in parallel.

200	80%	100	3 to 4
Qualified trials	From the US	Actively building	Enterprise whales

The longer view: Flowgear known as the backbone of enterprise systems, trusted by top-10 JSE companies and gaining ground in the US.

The Big Topics

Topic	Our Approach	What We're Doing
How Flowgear Sells	Match the offer to how our buyers buy: executives, a human touch and a strong proof of concept.	Exploring trial versus demo, including a "Book a demo" route alongside the free trial.
Proving Leads Are Real	Measure marketing on revenue, not clicks or sign-ups.	Lead tracking is live and every trial is checked. Next is matching leads to paid deals.
Being Found Beyond Our Name	Win back search and AI answers for the systems our buyers use.	1,235 of 1,253 search clicks come from people who already know our name. A connector page plan is underway.
After Sign-Up	Help every trial build something real.	Shaping an activation plan: a "go build" email sequence, customer success outreach and free demos.

The Growth Funnel: A Long-Term Idea

An idea for discussion, not a decision: marketing works every stage, not just the sign-up.



- **Awareness:** get Flowgear seen by the right people, often.
- **Consideration:** stay top of mind with real use cases and customer proof.
- **Sign-Up:** turn intent into trials.
- **Activation and Customer Success:** help every trial build something real.

For Discussion

Where should marketing invest across these four stages over the next few years?

Our Q1 Plan and How We Build From There

- Fix and reconcile tracking across the website, analytics and ad platforms.
- Match leads, then qualified leads, to revenue and the channel that brought them in.
- Give sales visibility of every lead stage, with a regular lead stand-up.
- Improve lead quality, targeting and our database.
- Build the US strategy: research, PR, conferences and speaking slots.

> From there, we keep what works, test what's next and set each quarter's priorities with the team, based on what the data shows.