DISCOVERING THE MARKETING YOU

STVY SEMINAR 1. – 2. NOVEMBER 2018

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Anne Karppinen

- Technical documentation, community mgmt, marketing, visualization, training…
- Scout mom, car traveller, jewelry collector and jewelry maker
- A die-hard Tappara fan

Born in Kemi, 8 March 1966

Rovaniemi Commercial College, 1985 - 87

Found Jouni, 1987

Oulu University, M.A., 1987 - 95

Hired at Nokia

Tampere 1996

Aino born 2004

Edutech PD program 2007

April 2018 YT round 23….

Hired at SoC

Anne on vacation

Mary Nurminen

Tech writer
Nokia
~4.5 years

Manage
tech
writing
~4.5 years

Lone tech
writer
1 year

Manage
tech writing
&
localization
~4.5 years

Solution
Architect
5 years

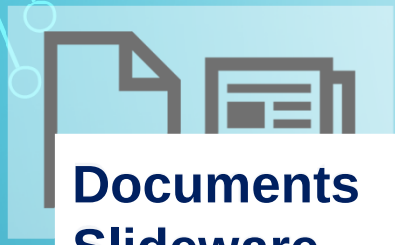
University
instructor
5 years

Researcher
2018-
2020

Lessons in becoming a marketing writer

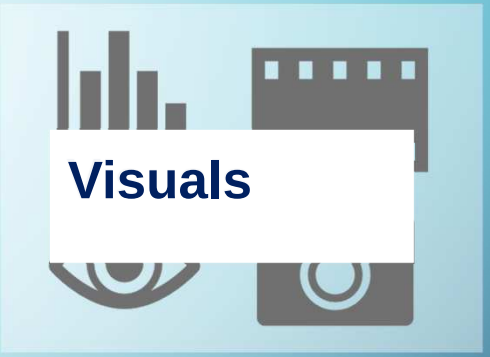
Lessons in becoming a marketing writer

Marketing Collateral



Documents
Slideware

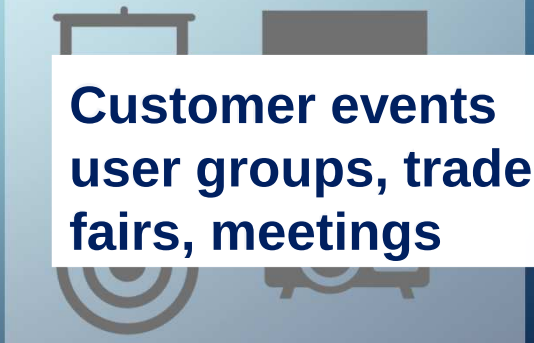
Commercial and contractual documents



Visuals

Newsletters
Customer calls
Webinars
Bulletins

Sales support materials, training, demos



Customer events user groups, trade fairs, meetings

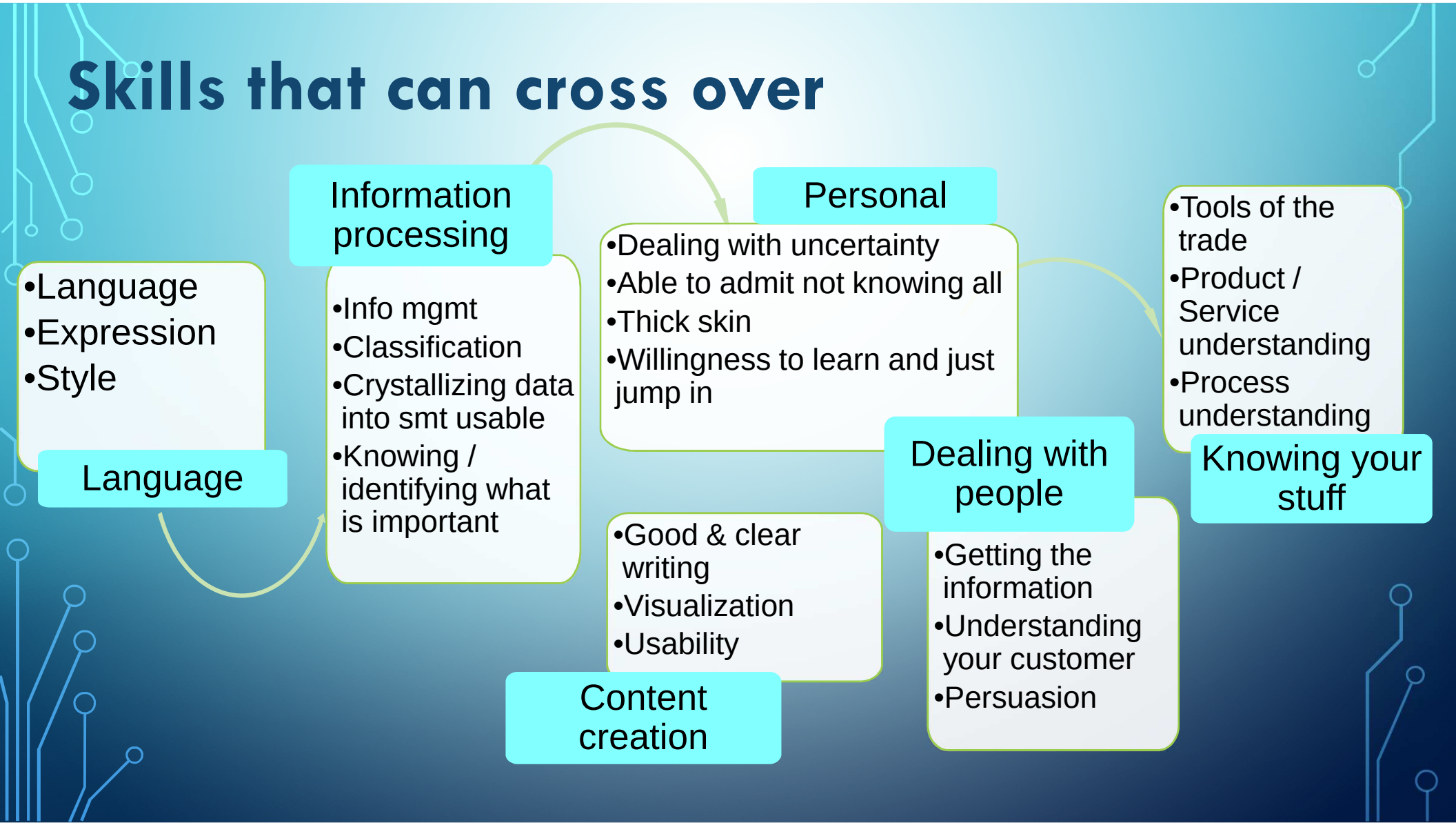
Isn’t it all about…stretching the truth?

- Pick the positive points - not the same as lying
- Omit the ”noise”, focus on the good
- Be as honest as humanly possible (if asked)
- Most marketing writing is pure facts
- And btw, sales is not inherently evil :D

- Technical/service selling is very consultative
- 80% of the time is spent asking the customer what they need
- Compare: Hardware store experience

Isn't it all about…stretching the truth?

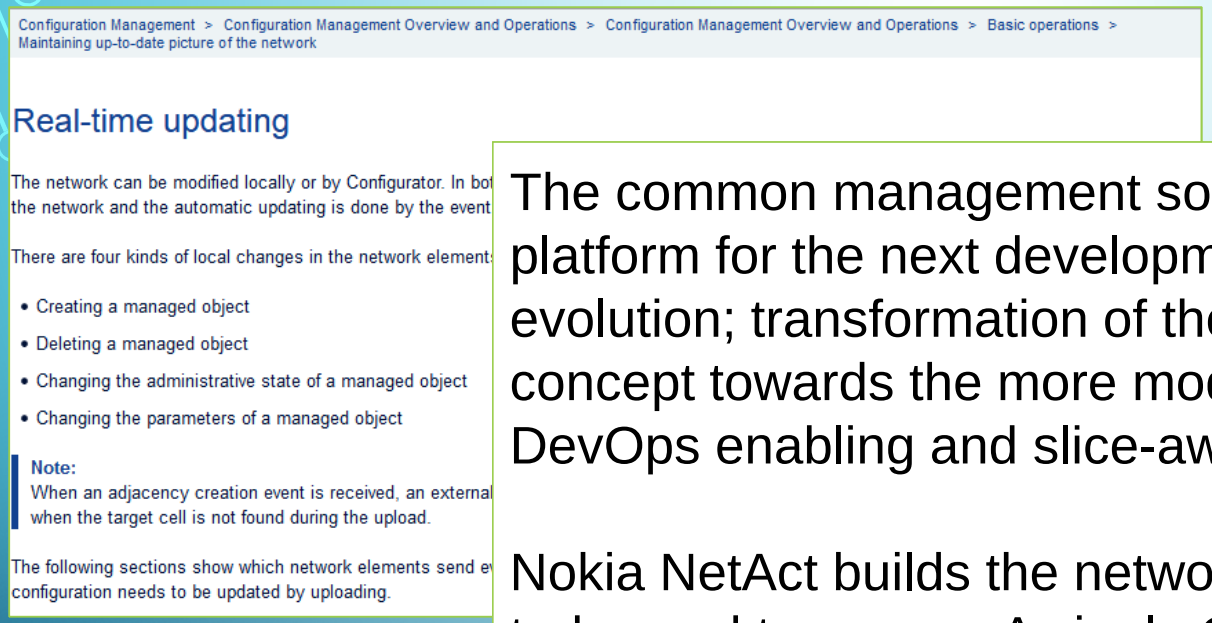
Skills that can cross over



New skills you need (1)

1. New audience, different people, and you have to know something about them
   - Mary's backpack
2. Focus on the good things
   - Mary's editing story
3. Getting over the embarrasment

From facts to… fiction



Configuration Management > Configuration Management Overview and Operations > Configuration Management Overview and Operations > Basic operations > Maintaining up-to-date picture of the network

Real-time updating

The network can be modified locally or by Configurator. In bot
the network and the automatic updating is done by the event

There are four kinds of local changes in the network element

- Creating a managed object
- Deleting a managed object
- Changing the administrative state of a managed object
- Changing the parameters of a managed object

Note:
When an adjacency creation event is received, an external
when the target cell is not found during the upload.

The following sections show which network elements send e
configuration needs to be updated by uploading.

The common management solution also provides a solid platform for the next development phase in the OSS evolution; transformation of the traditional EMS/NMS concept towards the more modular, micro-service oriented, DevOps enabling and slice-aware environment.

Nokia NetAct builds the network operations of yesterday, today and tomorrow. A single OSS that embraces all technologies under an ever-expanding common operations umbrella and is a future-proof solution for operators in transition from today’s networks into the future cloudified networks.

New skills you need (2)

4. Get to the point and fast
5. Umbrella view, forget the details
   - If you're not getting enough info on something, ditch it
   - Riku's wise words
6. New types of information
   - There's the internet, you know
   - Bazillion things like white papers and all kinds of RfXs!

Tips and hints

Marketing Basics at the Open University

'Yes-mindset'

Changing domains is hard. Learn

Get ready to be stupid (for a while)

Tips and hints

Watch others
It's a good way to learn

Hone your interviewing skills

Learn visualization

Rock-hard writing skills are a portable asset – look outside the box

TAMPEREEN YLIOPISTO

THANK YOU!

QUESTIONS?

NOKIA