Ready For Takeoff: Launching Your Startup With a Great Marketing Plan
Marketing is about values. It’s a complicated and noisy world, and we’re not going to get a chance to get people to remember much about us. No company is. So we have to be really clear about what we want them to know about us.

- Steve Jobs
How do I market my startup?
How do I buy running shoes?
Advice is always based on assumptions

How much you want to spend
Where you like to shop
What style of running shoes you normally wear
Why you need new running shoes now
Startup marketing is the same

Who are your customers
What motivates them to purchase
What they love about your offering
How they make purchase decisions
Marketing is big
Branding
Lead gen
Advertising
Social Media
PR
Content
Messaging
Sales support
Events
How to increase blog traffic, get email signups, improve your SEO, run adwords campaigns, get more Twitter followers/Facebook fans, create better content, improve your sales effectiveness, shorten sales cycles, convert free trials to paid...and on and on and on and on.
What tactics should you focus on now?
How should you tailor them for your specific business?
Start with a good marketing plan
Structuring a Marketing Plan

**Five Steps**

1. Define your goals
2. Do your homework
3. Create a strategy
4. Define your KPIs
5. Create tactical plans
STEP 1: DEFINE YOUR GOALS

Establish your objectives

Listing your goals on the first page of your final marketing plan document sets the stage for everything to come.
STEP 2: DO YOUR HOMEWORK
Research is the foundation

Competitive Analysis  SWOT Analysis  Buyer Personas  Buyers’ Buying Cycle
Set quantitative and qualitative goals.

Make them attainable, but not easy.

Evaluate your current position in the marketplace.

- Tie your goals to your overall mission
- Pick 2 or 3 main goals, a few supporting
- Accept you may not reach some goals
- Create milestones
STEP 3: CREATE A STRATEGY

Know what makes you unique

Knowing your unique selling proposition (USP), and marketing that USP is essential in beating the competition and solidifying your company’s value in the marketplace.
Complete the following:

Our ________ is the ONLY ________.

(brand name)                                      (product category) (uniqueness)

Source: ZAG by Marty Neumierer, 2006
STEP 3: CREATE A STRATEGY

Ensure you have a strong brand

A brand can be one of the strongest assets a company possesses and if done right will attract the buyer loyalty every business dreams of. A brand is not what you say it is, it’s what THEY say it is.
STEP 3: CREATE A STRATEGY
Optimize your website

Your website has to be more than pretty (although that helps), it needs to be clear and functional.

Bad
Cluttered
Hard to navigate

Good
Clear messaging
Easily found information
STEP 3: CREATE A STRATEGY

Create kick-ass content

Quality content is the meat that will attract your buyers. It’s what Google uses to search for keywords and drive users to your site and what buyers use to glean information and knowledge about their problem as they move through the buyer’s journey.
STEP 3: CREATE A STRATEGY

Content nurtures your customers through the buyer’s journey

**AWARENESS STAGE**
- eBooks
- White papers
- Editorial content
- Blog posts
- Reports

**CONSIDERATION STAGE**
- Webinars
- Webcasts
- Podcasts
- Video
- Expert guides

**DECISION STAGE**
- Product comparisons
- Case studies
- Free trials/downloads
- Product focused content
As important as content is, without distribution, your content goes to waste. It’s useless. It’s essential to have a clear understanding of how each channel works and to use a mix of paid, owned and earned media.
SEO is what Google and other search engines use to index your pages and allow your content to be found by your prospective customers.

It’s hugely important. You could think about it as another distribution channel with a whole different set of rules.
Before you have implemented your strategy you should be measuring to establish your baseline.

What have you done in the past and what were the results? How can those strategies shift to improve ROI?
Having tactical plans and calendars gives life to your ideas and strategy.

Try focusing on four or five main tactics for the year and create execution plans around these tactics.

**Selected based on:**
Who you need to reach
Where you can reach them
Stages where the friction is
Moving them to the next stage
“Marketing is about values. It’s a complicated and noisy world, and we’re not going to get a chance to get people to remember much about us. No company is. So we have to be really clear about what we want them to know about us.”

- Steve Jobs