

# Marketing Strategy for Start Ups

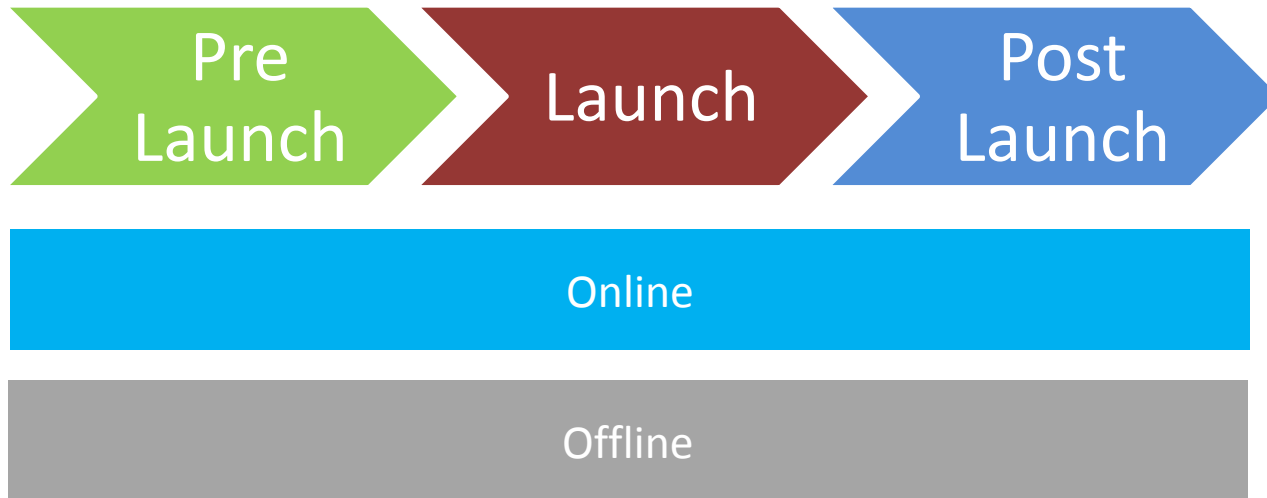


*By Elena Donets*

- Building Marketing Kit for Your Startup
- Marketing Channels
- Marketing KPI's



# Marketing Strategy

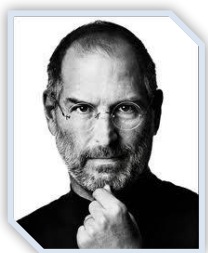


# First Step: Define

- Goals
- Market
- Customers
- Resources (people, \$\$, time)
- Timeframe

# Pre Launch

Put the Focus on the **People**, Not the Product



“I want to put a ding in the Universe.”

Steve Jobs

# Online Marketing Kit

- Website / Landing Page ([launchrock](#))
- Facebook Page
- Twitter
- LinkedIn
- Video / YouTube channel
- Blog / Guest writer
- List your company on: [Angel List](#), [Crunch Base](#) and more

# Marketing Channels

- Online Marketing (B2C)
  - Social Networks
  - Content Marketing
- Offline Marketing (B2B)

# Marketing Channels

## Online Marketing

Website / Landing Page / Blog

Facebook Page / Twitter

Case study - [Parko](http://www.parko.co.il)





# Marketing Channels

## Online Marketing

### Content Marketing

Create content that people will find interesting, and which is more likely to be shared over social media.

Case Study: [The Best Job in the World](#)

**Be Creative!!!**

# Marketing Channels

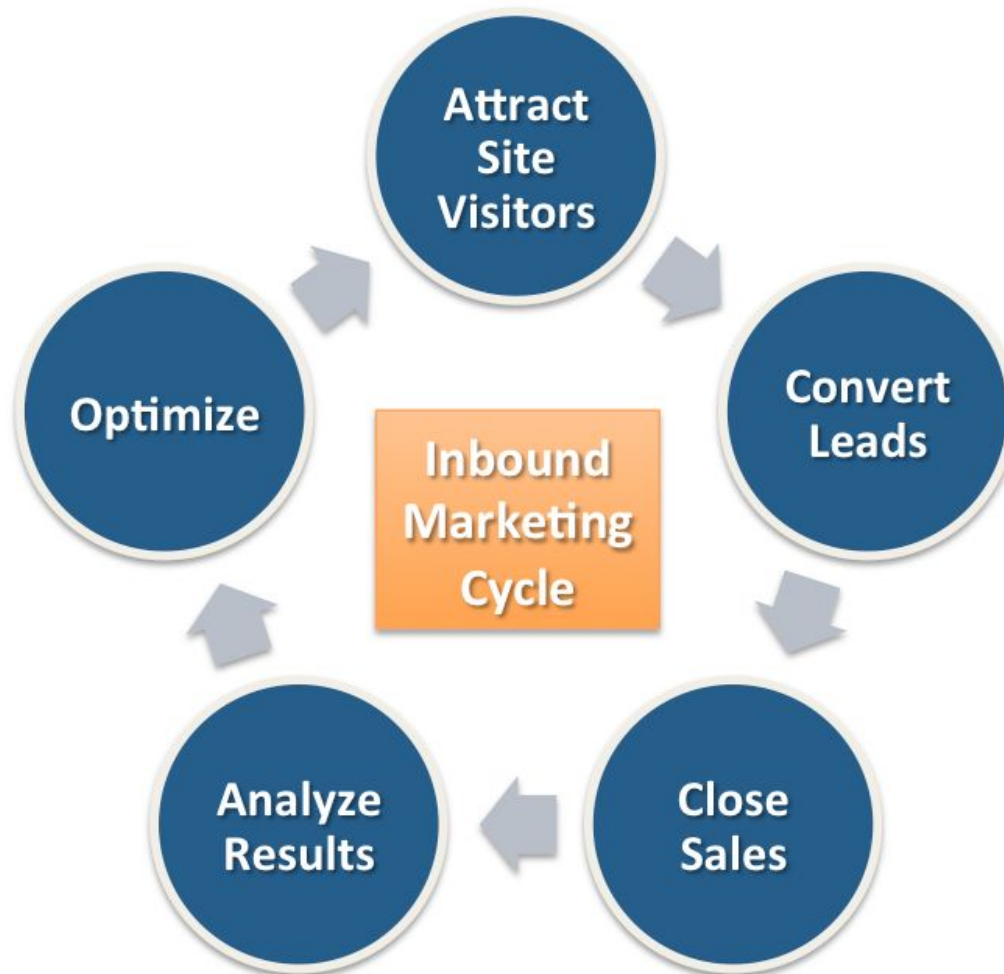
## Offline Marketing – B2B

Some basics:

- Understand that content comes in more than one format
- Provide value
- Make sure your salespeople have everything they need to be successful
- Inbound Marketing (“promoting a company by sharing content with the outside world”)
- Outbound Marketing (“uses “push” techniques”)
- Business Development

# Marketing Channels

## Offline Marketing – B2B



# Marketing Channels

## B2C - Plan Your Product Launch

[Apple – 1984 Video](#)

Turn Your Product Launch into an Event



# Blogs

- Press release
- Bloggers



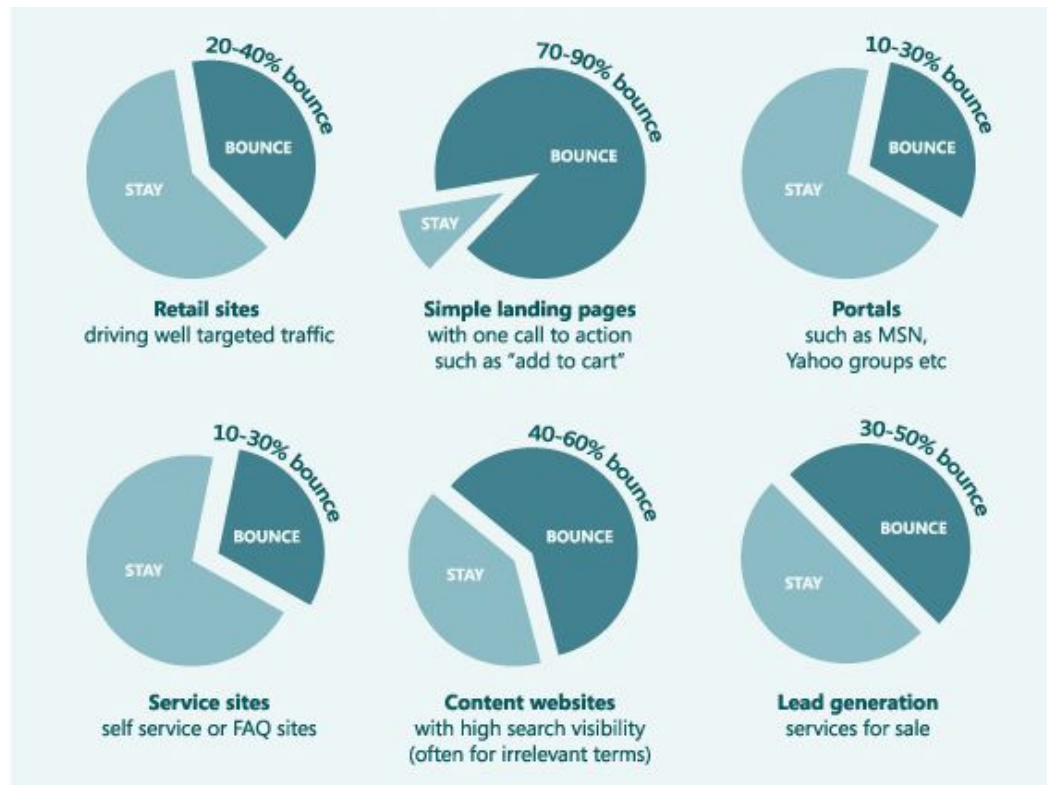
# Marketing KPI's

KPI – Key Performance Indicators



# Marketing KPI's

- Website Visits
- Bounce Rate



# Marketing KPI's

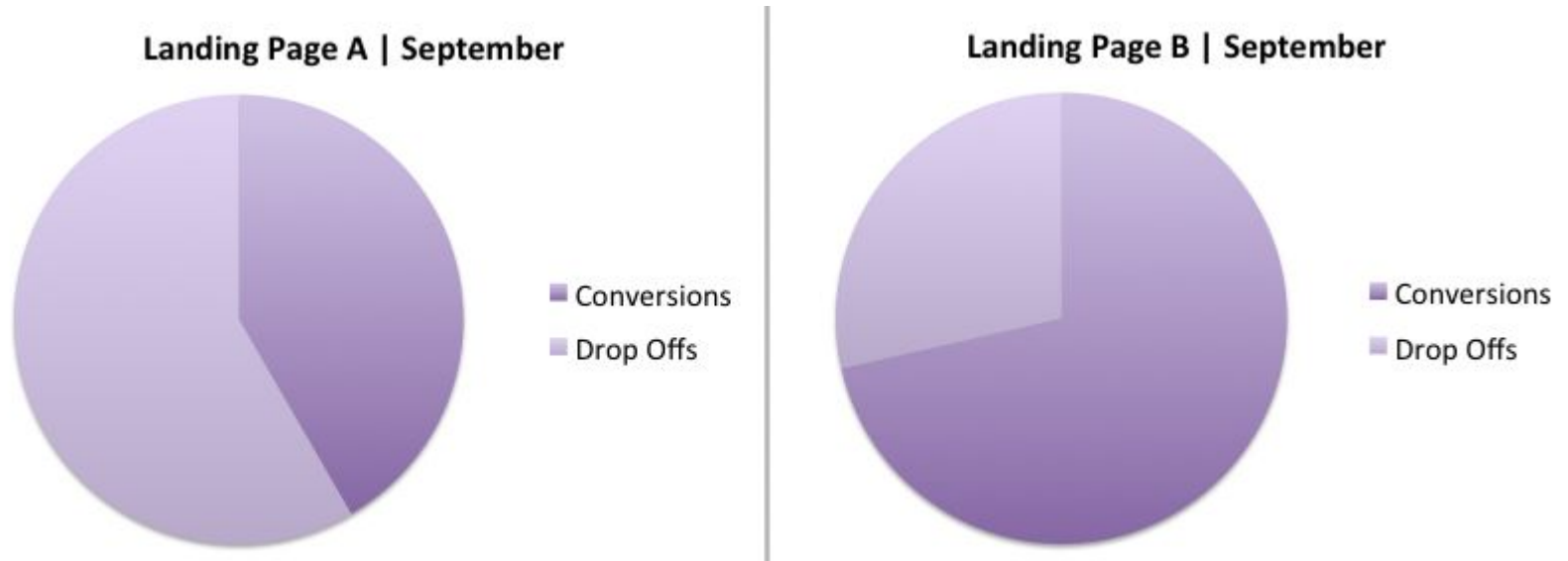
- Sales Revenue
- Cost Associated Per Lead Acquisitions

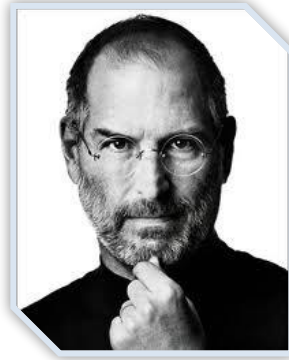
Campaign	Cost/yr	Leads Generated/yr	Customers Converted/yr	Value Generated/yr	Value of Customer	Value of Campaign
Tradeshow	\$30,000	400	10	\$500,000	\$50,000	\$470,000
Website	\$15,000	40,000	8,000	\$2,000,000	\$250	\$1,985,000
Webinar	\$20,000	200	20	\$30,000	\$1,500	\$10,000



# Marketing KPI's

- Sales Revenue
- Cost Associated Per Lead Acquisitions
- Form Conversion Rates





***“Three Rules of Life...”***

- 1. Your time is limited, so don't waste it living someone else's life.*
- 2. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice.*
- 3. Have the courage to follow your heart and intuition - they somehow already know what you truly want to become.”*

**Steve Jobs**