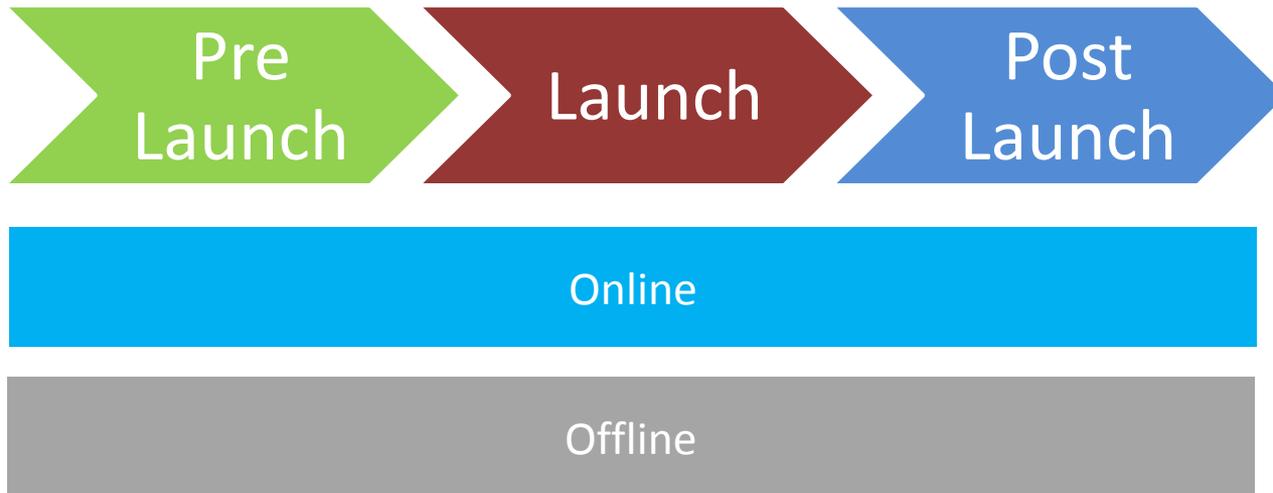


- Building Marketing Kit for Your Startup
- Marketing Channels
- Marketing KPI's



Marketing Strategy

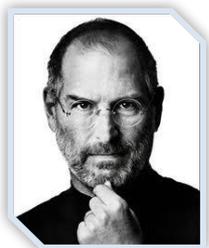


First Step: Define

- 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

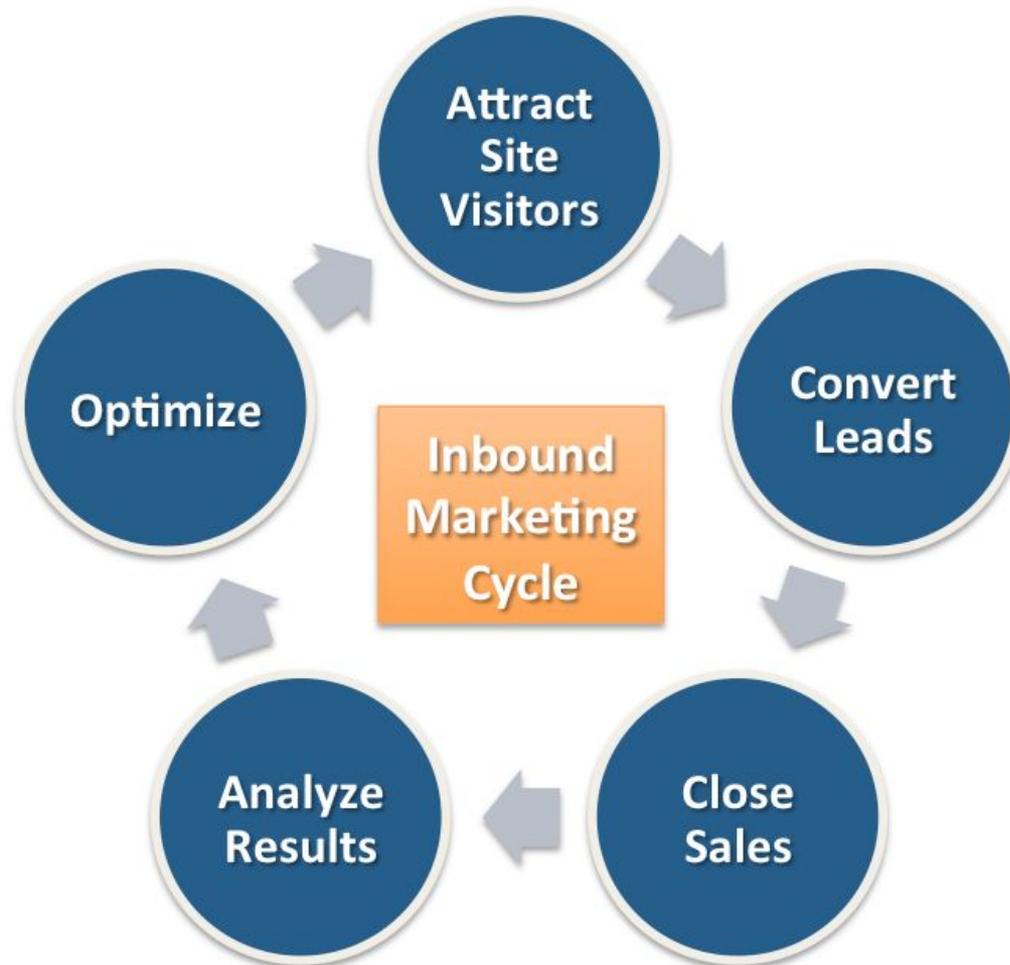
Offline Marketing – B2B

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



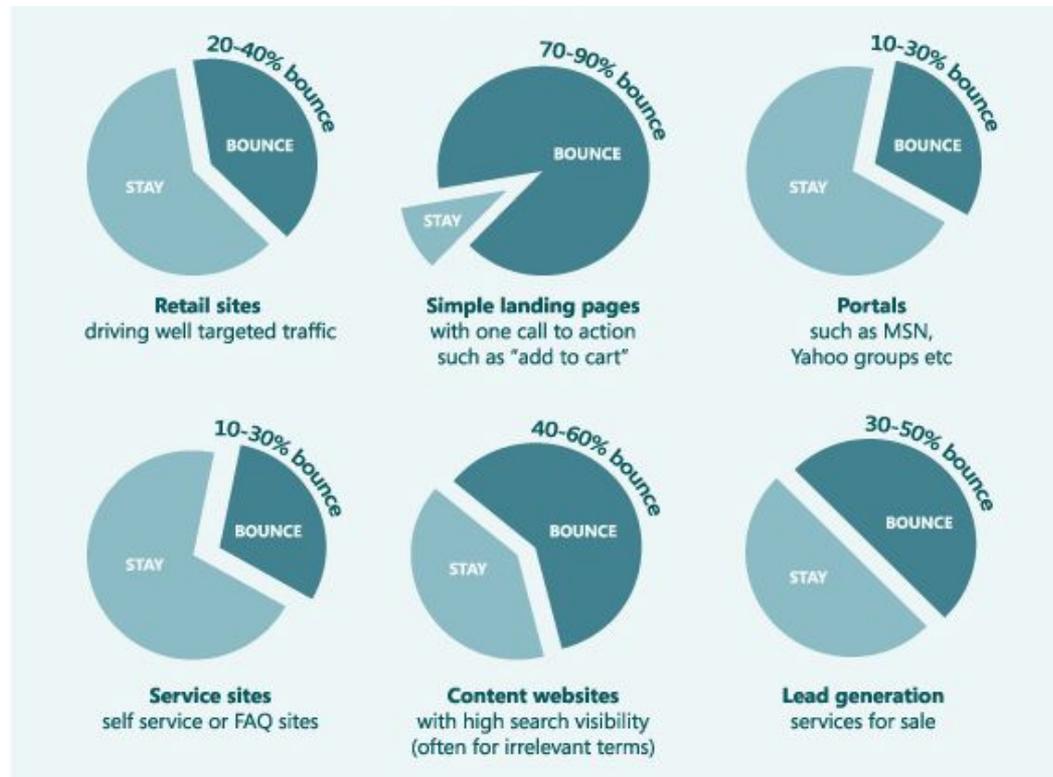
Marketing KPI's

KPI – Key Performance Indicators



Marketing KPI's

- Website Visits
- Bounce Rate



Marketing KPI's

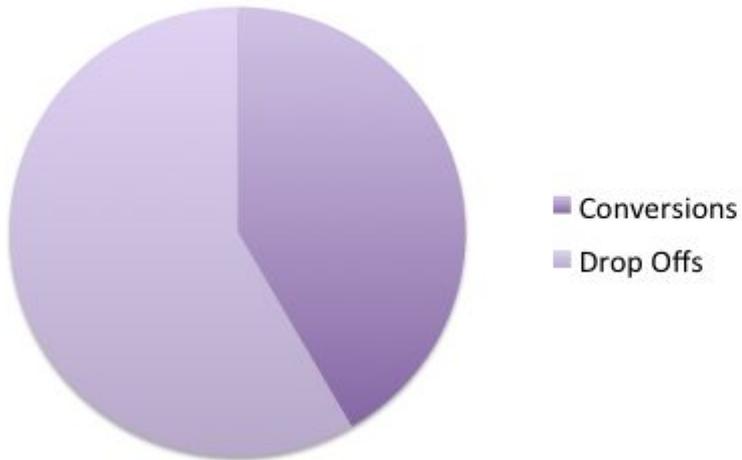
- Sales Revenue
- Cost Associated Per Lead Acquisitions

| 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 |

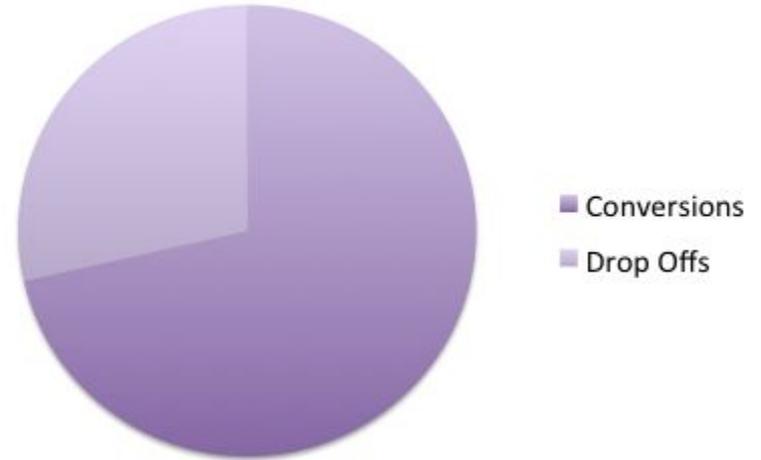
Marketing KPI's

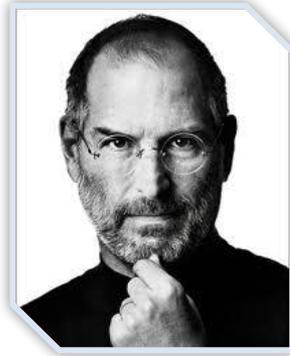
- Sales Revenue
- Cost Associated Per Lead Acquisitions
- Form Conversion Rates

Landing Page A | September



Landing Page B | September





“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