



Ready For Takeoff: **Launching Your Startup With a Great Marketing Plan**



What ended my
last relationship?



Cards Against Humanity

The Hustle.



Cards Against Humanity

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

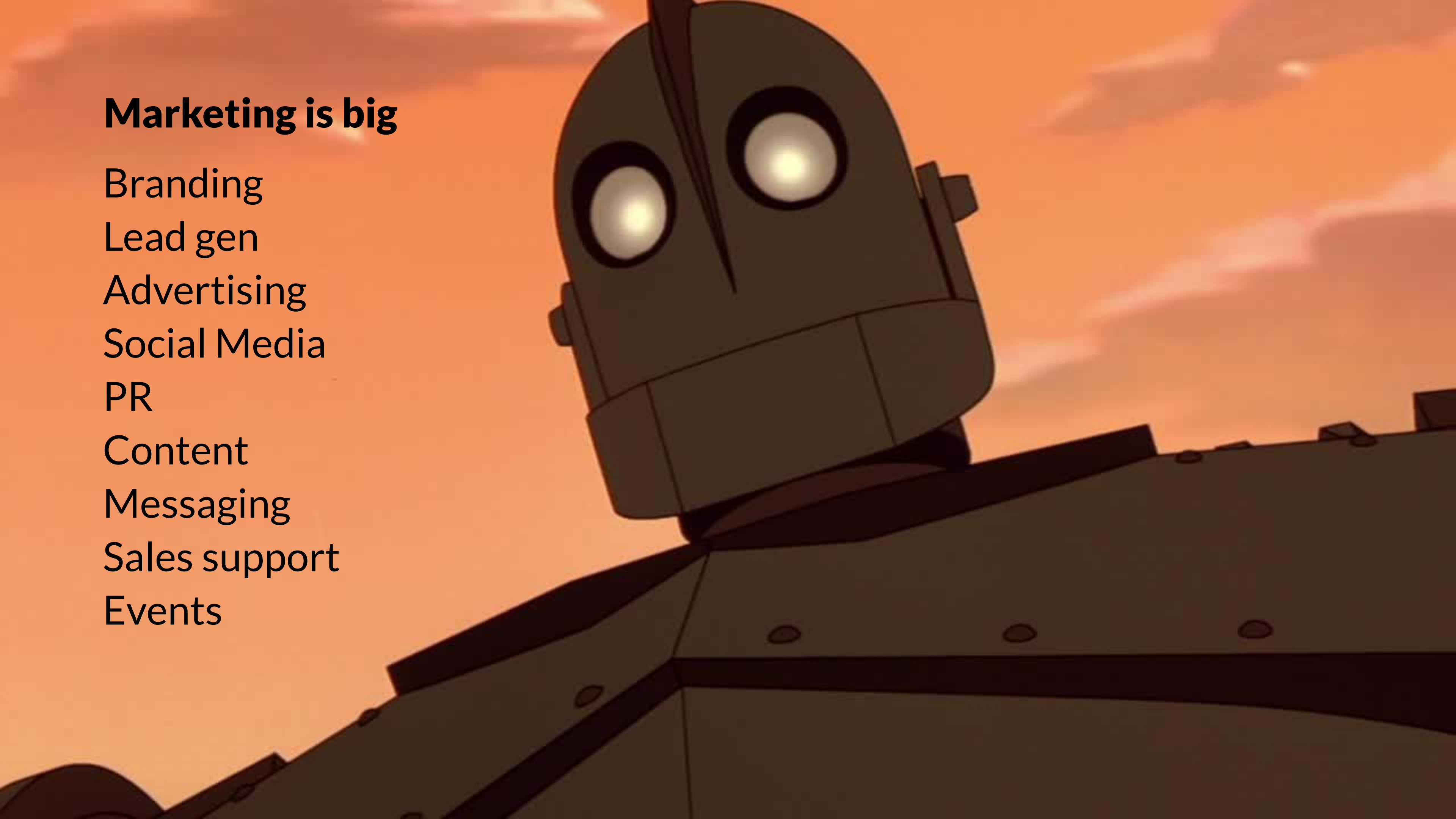
PR

Content

Messaging

Sales support

Events



Google

Google Search

I'm Feeling Lucky

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 and on.*



What tactics should you focus on now?
How should you tailor them for your specific business?

The background is a chalkboard with a hand-drawn diagram. It features a central circle with an 'X' inside. To the left, a circle is connected by a downward arrow to the central circle, and another arrow points from the left towards the center. To the right, a circle is connected by a downward arrow to the central circle, and another arrow points from the right towards the center. There are also dashed lines and 'X' marks scattered around the diagram.



**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

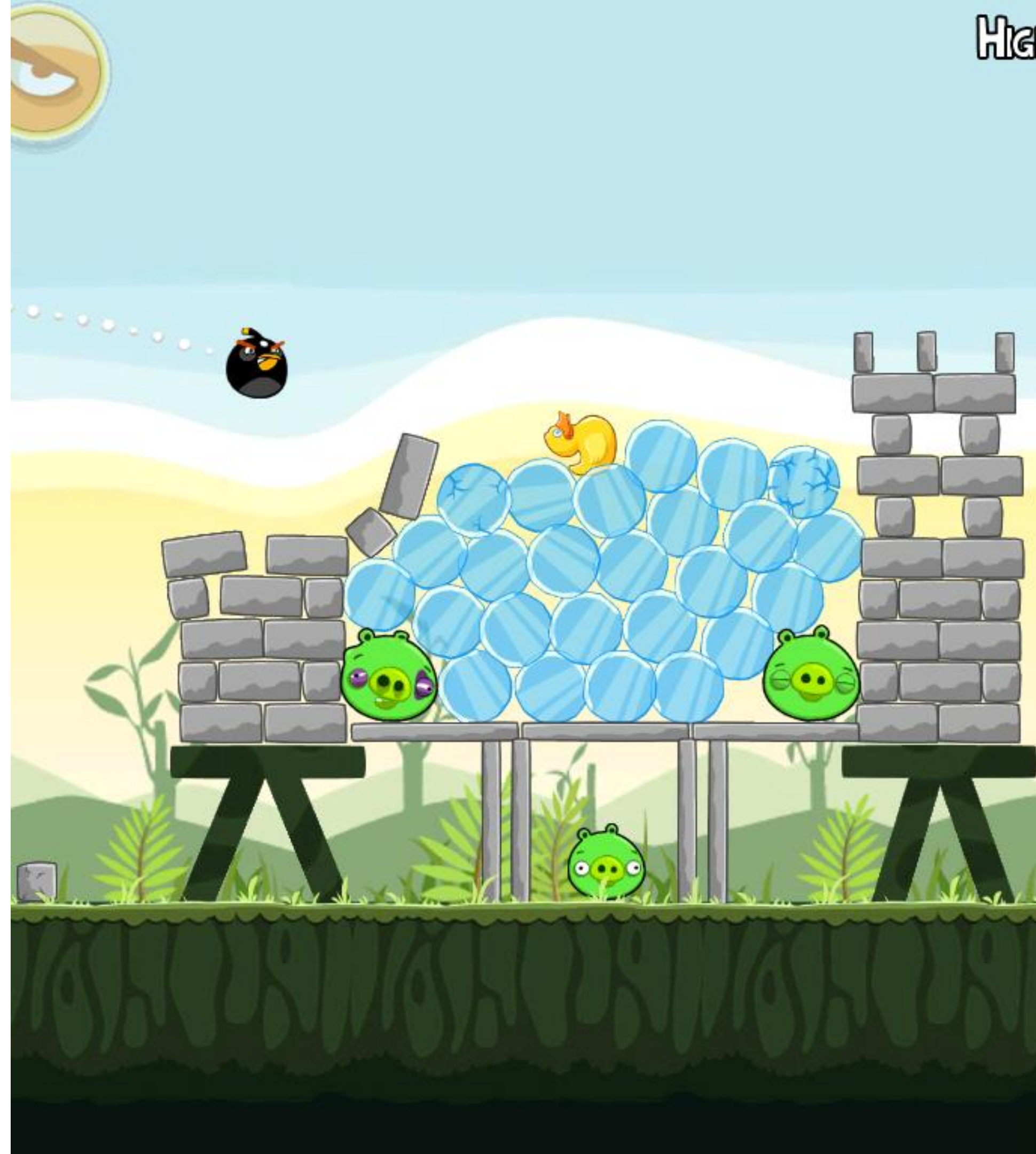
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Create
tactical plans

STEP 1: DEFINE YOUR GOALS

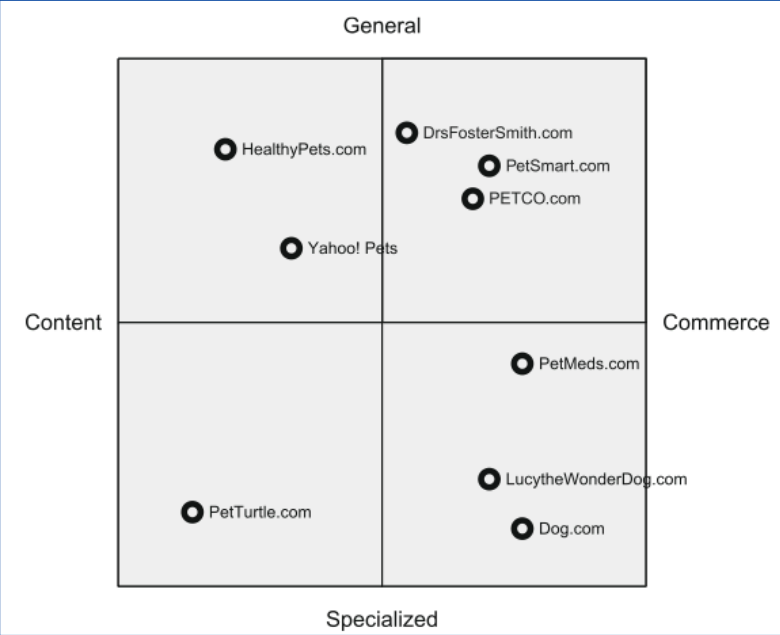
Establish your objectives

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



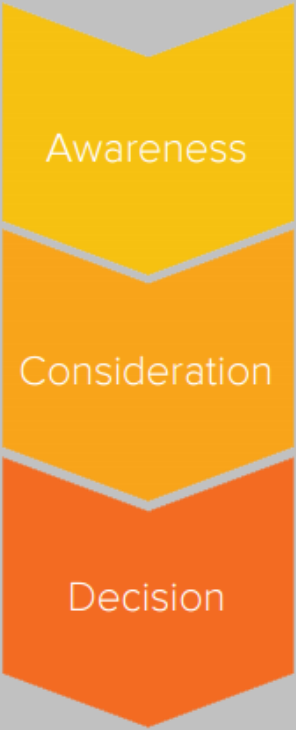
Competitive Analysis



SWOT Analysis



Buyer Personas



Buyers' Buying Cycle

STEP 3: CREATE A STRATEGY

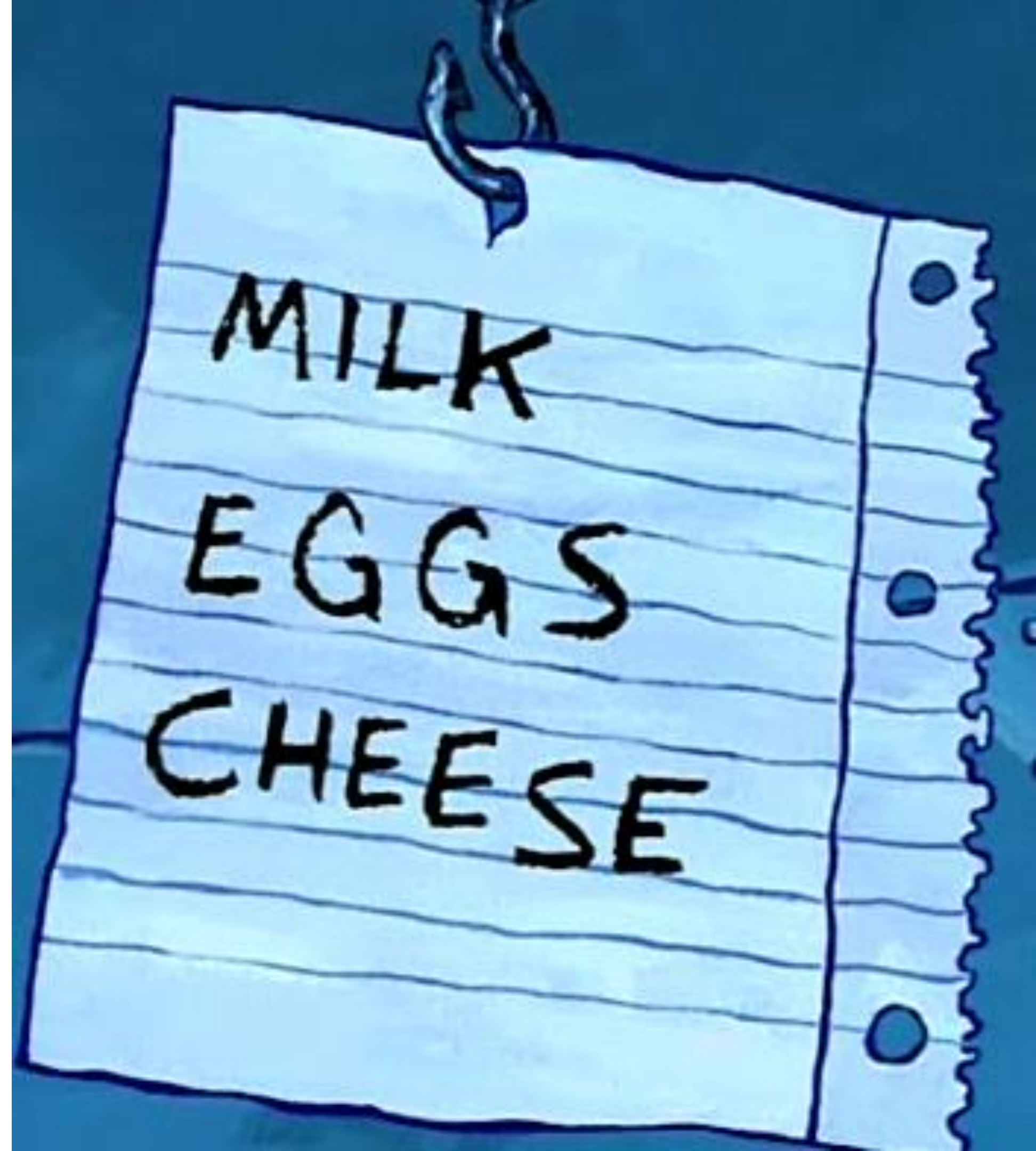
Whittle down your goals

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)

_____ **that** _____.
(product category) (uniqueness)

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

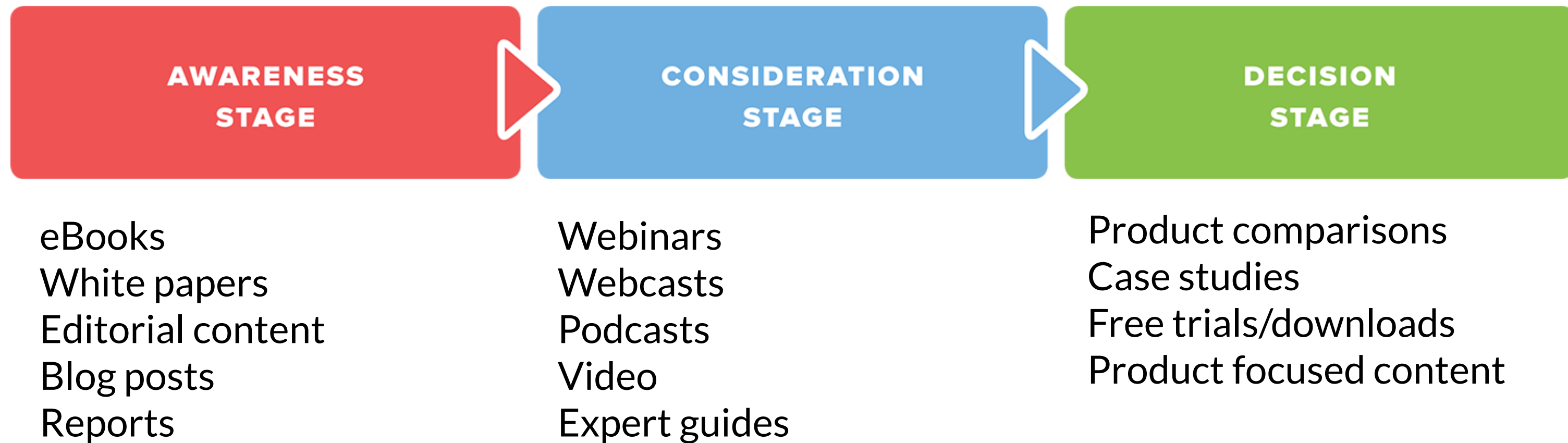
Create kick-ass content

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



STEP 3: CREATE A STRATEGY

Define distribution channels

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.

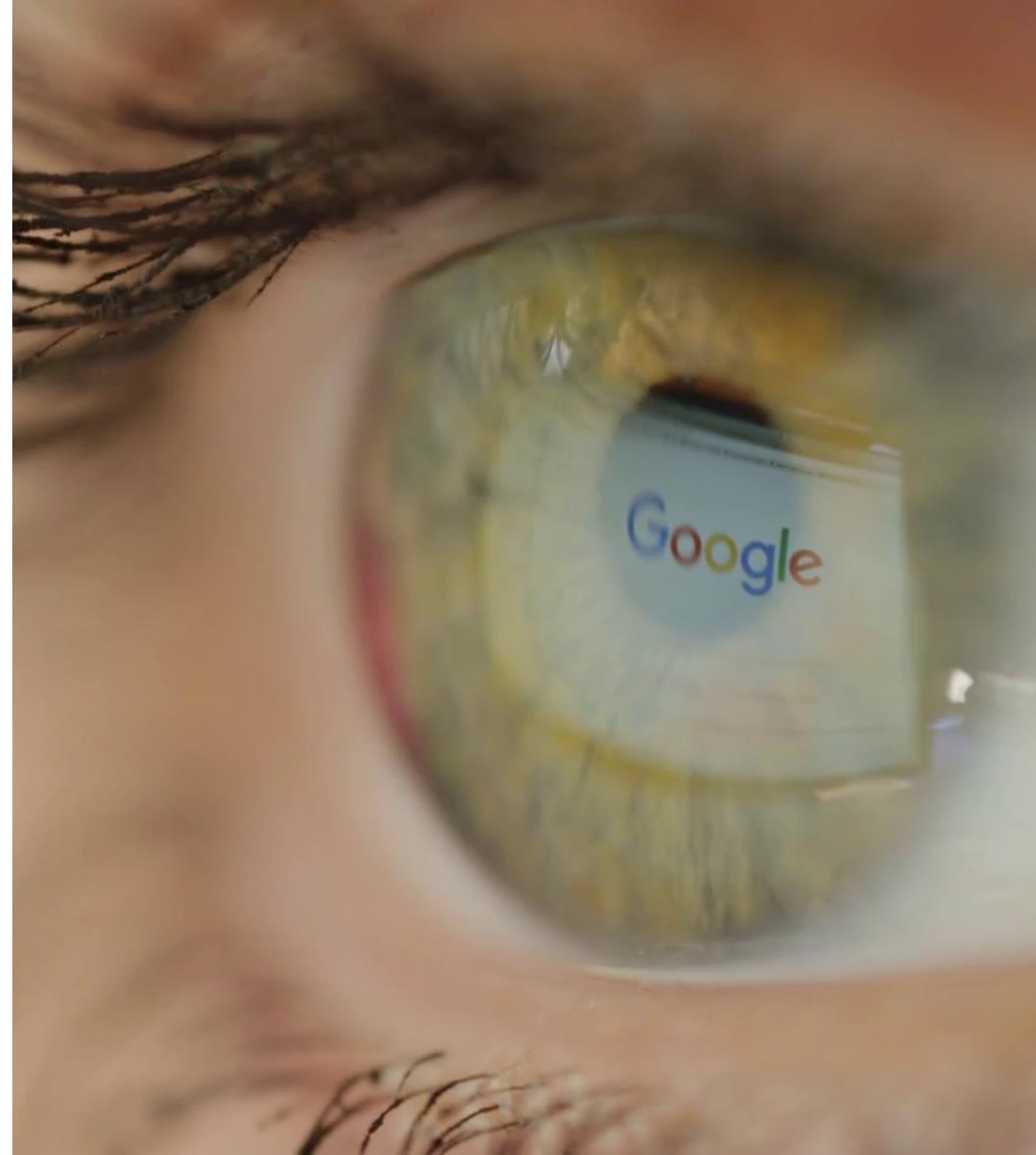


STEP 3: CREATE A STRATEGY

Get found

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.



STEP 4: DEFINE KPIS

What success looks like

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?



STEP 5: CREATE TACTICAL PLANS

Actions to achieve your goals

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



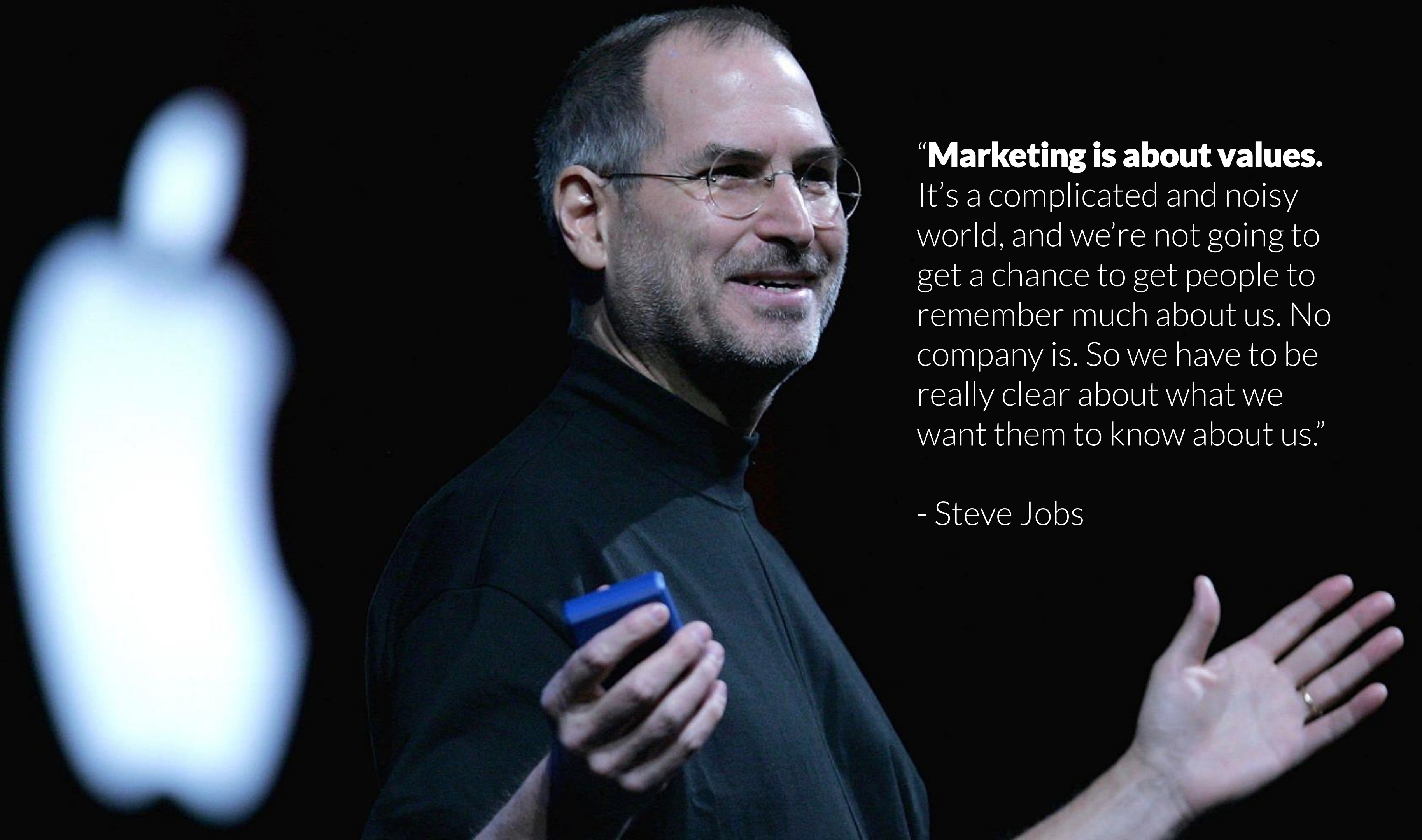


Test and measure.

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“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



Thanks!

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