

A young boy dressed as a pilot in a suit and goggles, standing in front of a wall with hand-drawn clouds and lightning bolts. The boy is looking upwards. The wall is a light beige color. There are five hand-drawn white clouds at the top and two hand-drawn red lightning bolts at the bottom. The boy is wearing a dark blue suit jacket, a white shirt, a red tie, and dark pants. He has a brown leather pilot's cap with goggles on his head. The floor is made of dark wood planks.

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



What ended my
last relationship?

 Cards Against Humanity

The Hustle.

 Cards Against Humanity

Lemonade

How do I market my startup?



How do I buy running shoes?



A close-up photograph of a person's hands tying their red and teal running shoes on a paved path. The background is a soft, out-of-focus landscape with warm, golden light, suggesting a sunrise or sunset. The person is wearing dark pants and white socks. The shoes have bright red laces and a teal and red upper. The ground is a dark, textured pavement.

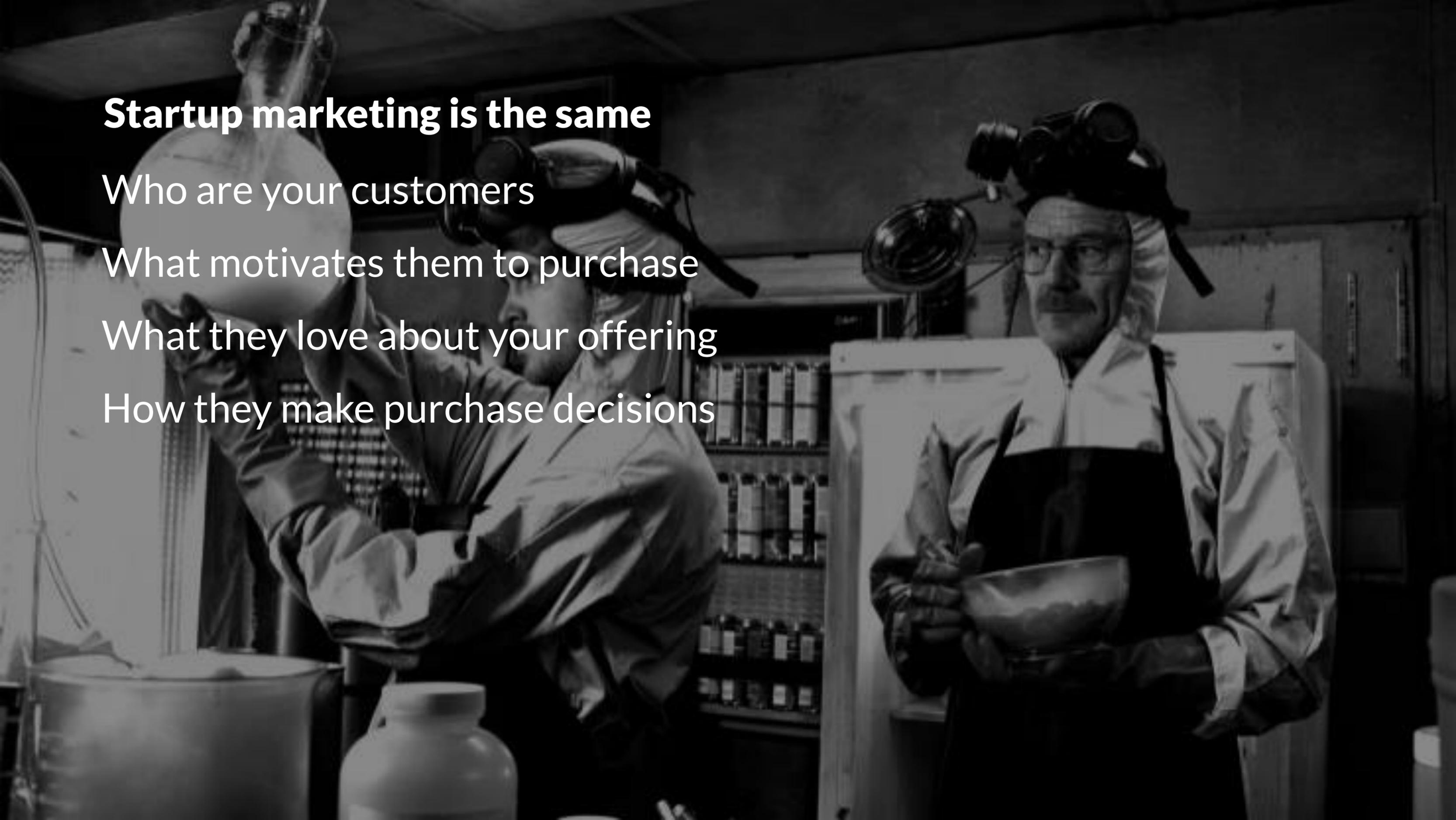
Advice is always based on assumptions

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

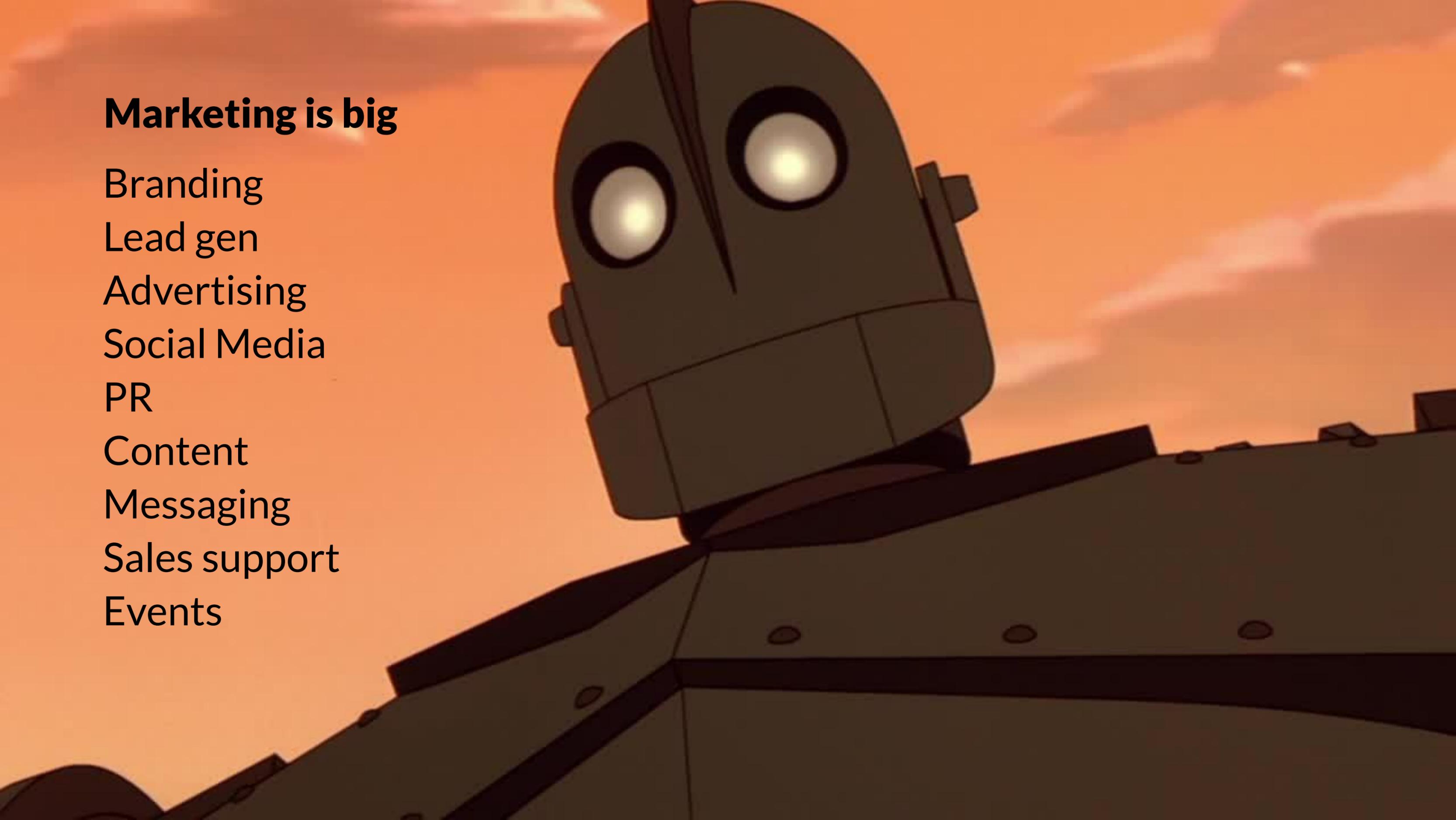
PR

Content

Messaging

Sales support

Events

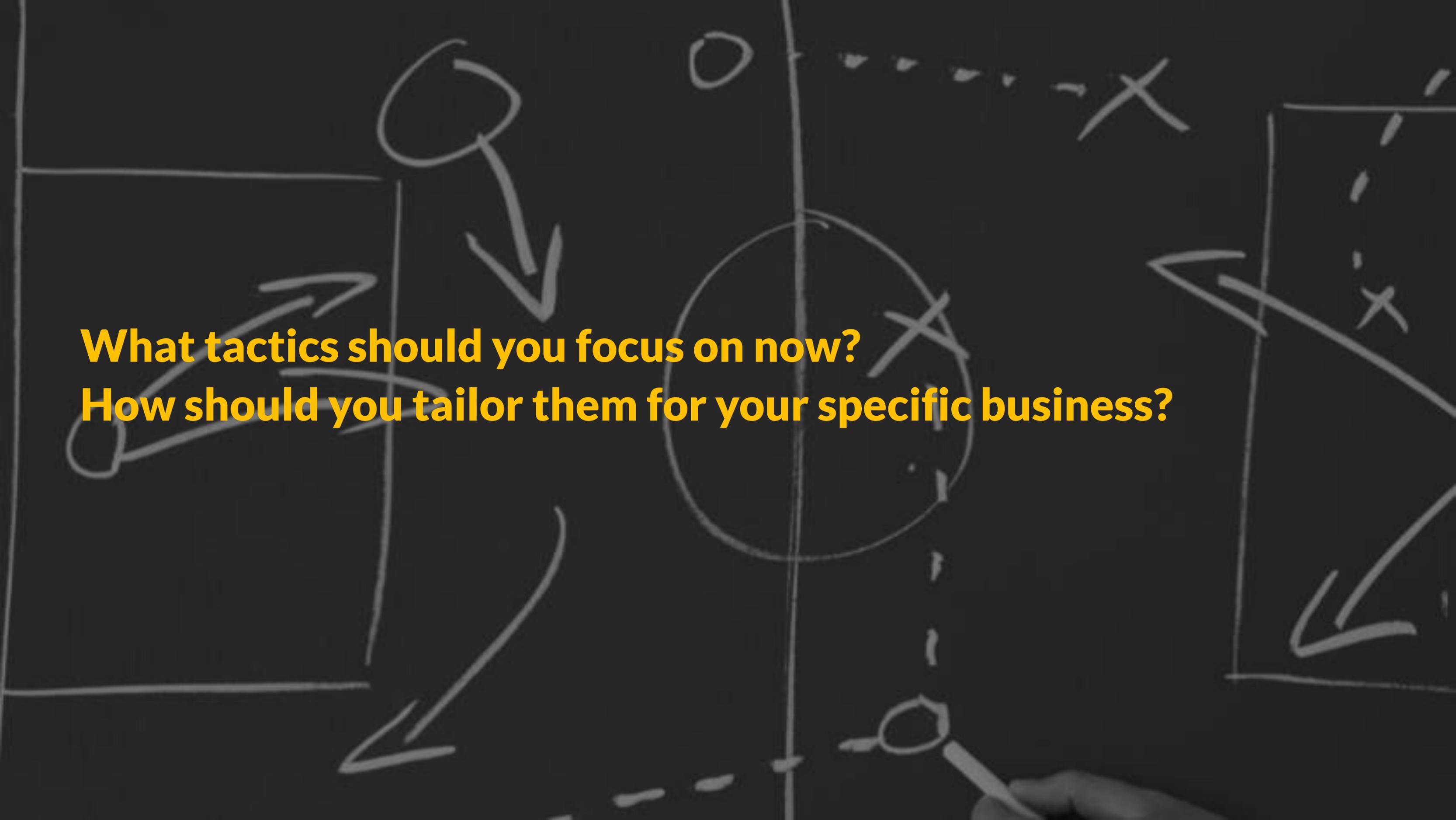


Google

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.*

A hand-drawn diagram on a chalkboard. It features a central circle with an 'X' inside. To the left, there's a vertical line with a circle at the top and an arrow pointing down to the central circle. Below that, another arrow points from the left towards the central circle. To the right, there's a dashed line with an 'X' at the top and another 'X' further down. A large arrow points from the right towards the central circle. At the bottom, there's a dashed line with a circle at the end and an arrow pointing towards the central circle. The background is a dark chalkboard with faint grid lines.

**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

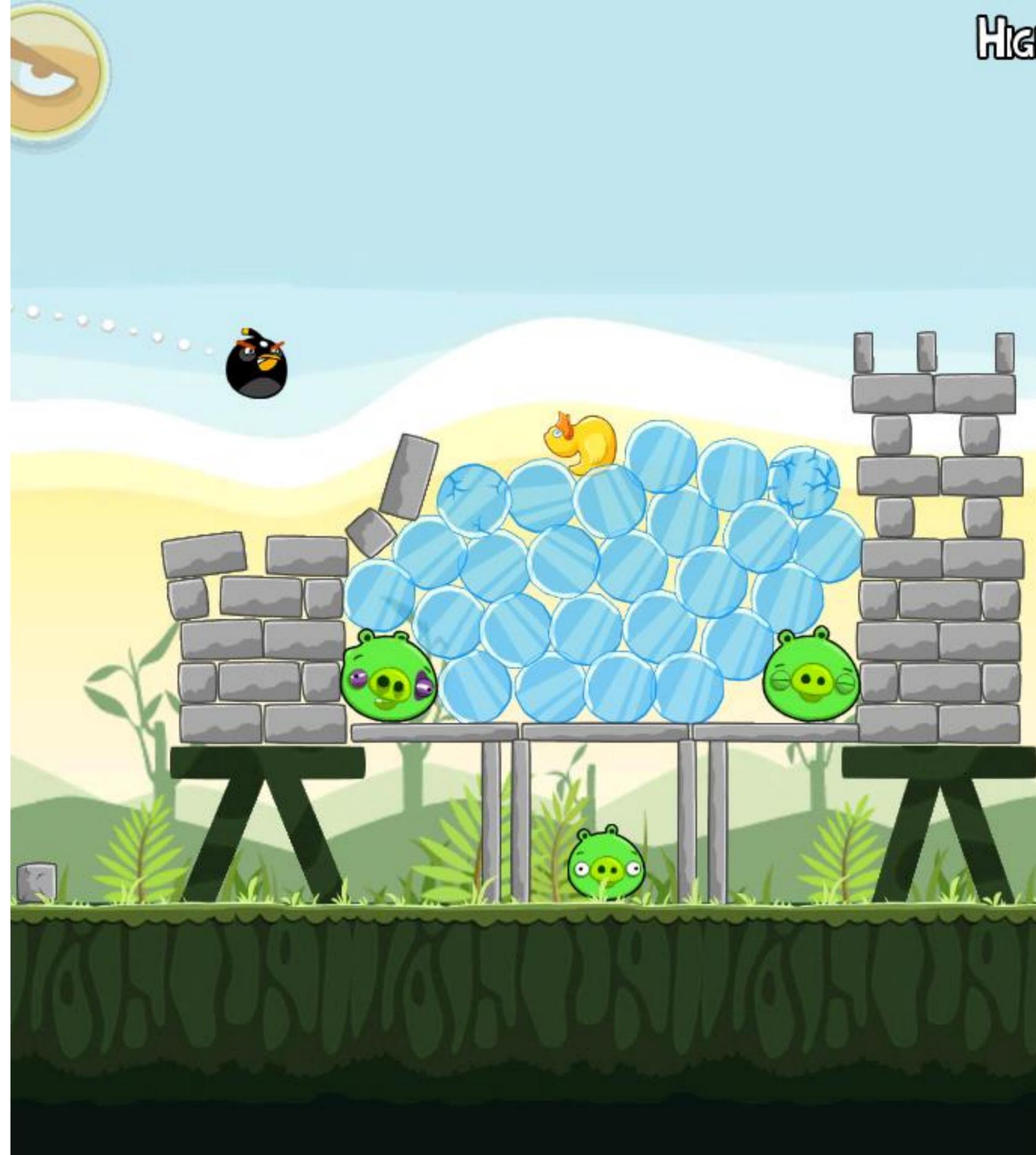
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Create
tactical plans

STEP 1: DEFINE YOUR GOALS

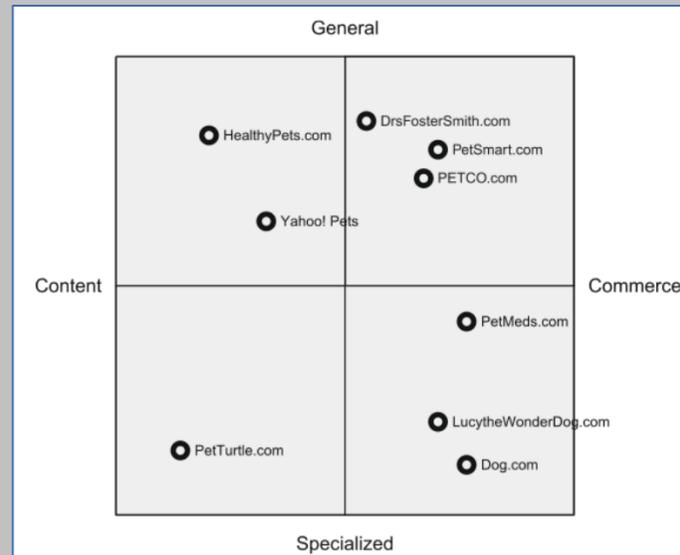
Establish your objectives

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

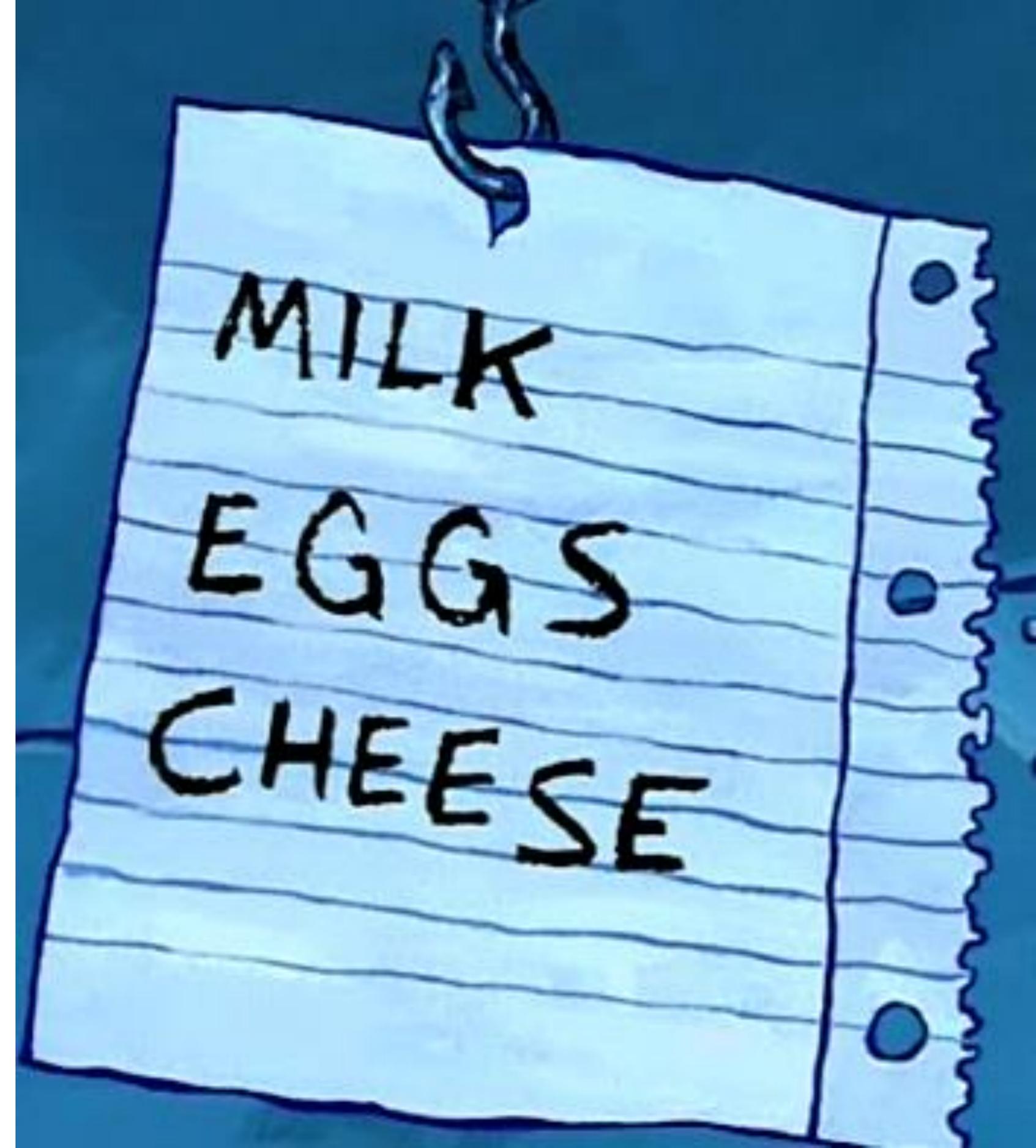
Whittle down your goals

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

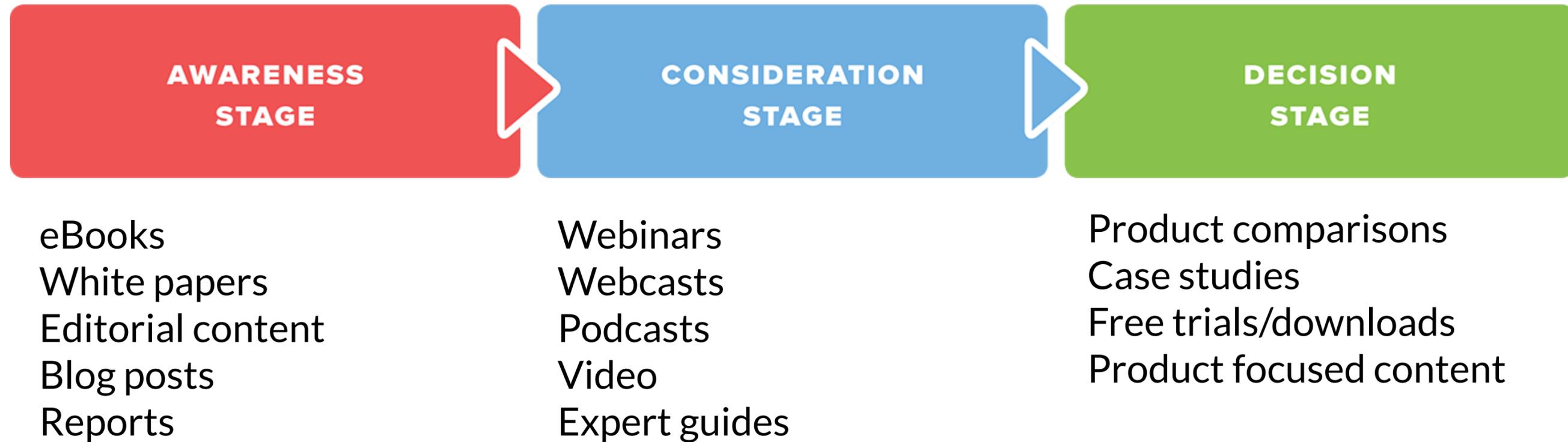
Create kick-ass content

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.

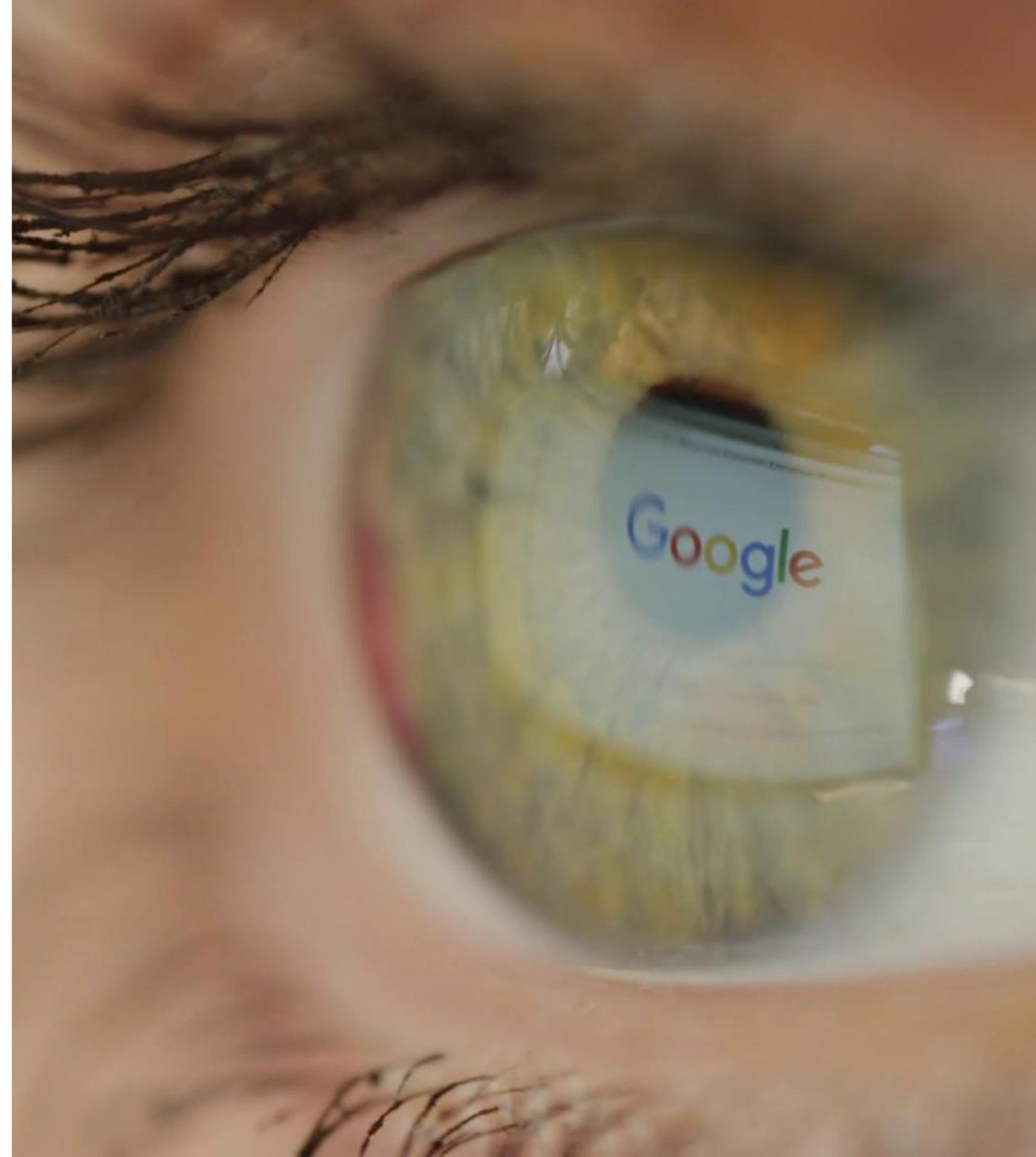


STEP 3: CREATE A STRATEGY

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 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

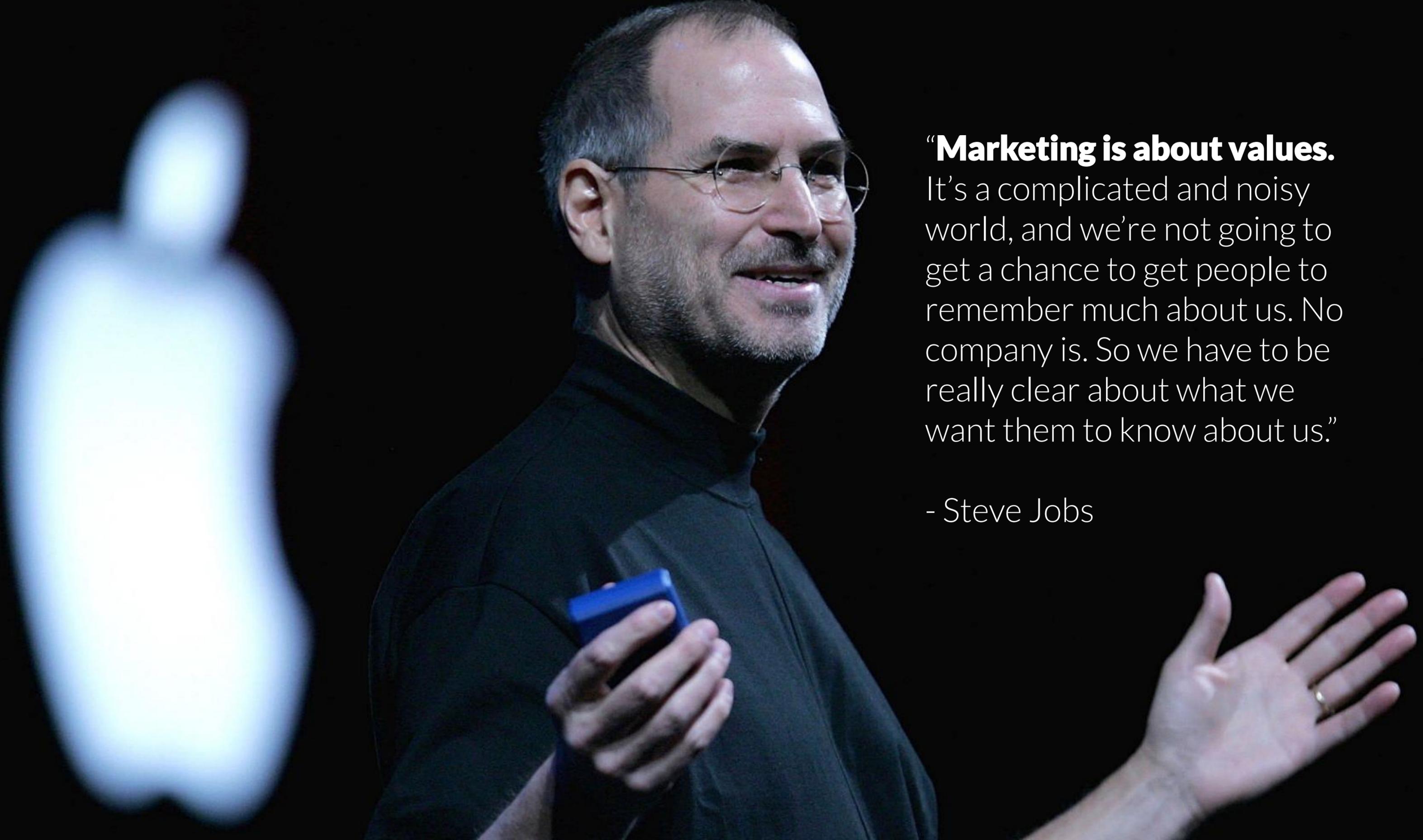
Stages where the friction is

Moving them to the next stage



Test and measure.
Test and measure.
Test and measure.

$$21 = (A + \eta)^2 + \kappa^2 \text{ and } =$$



“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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