

intro to startup marketing

Build your best marketing to make a successfully business

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COURSE



Today's Agenda



By the end of the session, you will...

- startup marketing scheme
- what is strategy
- primary market analysis
- analysis of competitors and their proposals
- competitor product analysis
- target audience analysis

... How to start marketing a startup?!

What is startup?

Startup is –

A startup is a temporary organizational structure characterized by rapid growth and launch, which is engaged in the commercialization of promising innovative products and services in an environment of increased risks.



definitions given to the startup

- **Steve Blank**
A startup is an organization formed to search for a repeatable and scalable business model
- **Eric Ries**
A startup is a human institution designed to deliver a new product or service under conditions of extreme uncertainty.
- **Paul Graham**
A startup is a company designed to scale very quickly. It is the focus on growth, unconstrained by geography, which differentiates startups from small businesses.

startup marketing



**NOTHING KILLS A BAD
COMPANY FASTER THAN
GOOD MARKETING**

startup marketing scheme

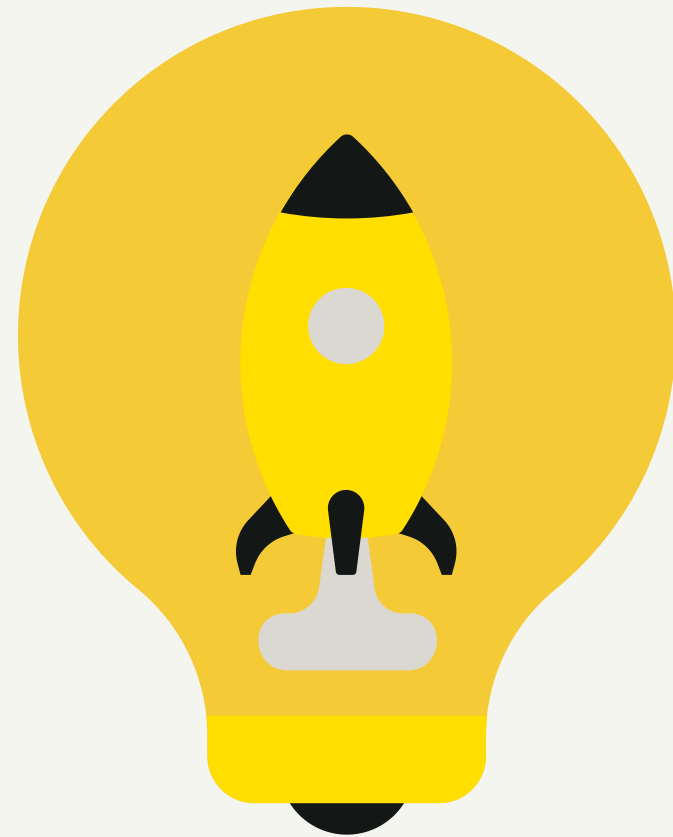
idea
generation

immersion
in the idea

broadcasting
an idea

investments
and
consumers

basics of startup marketing



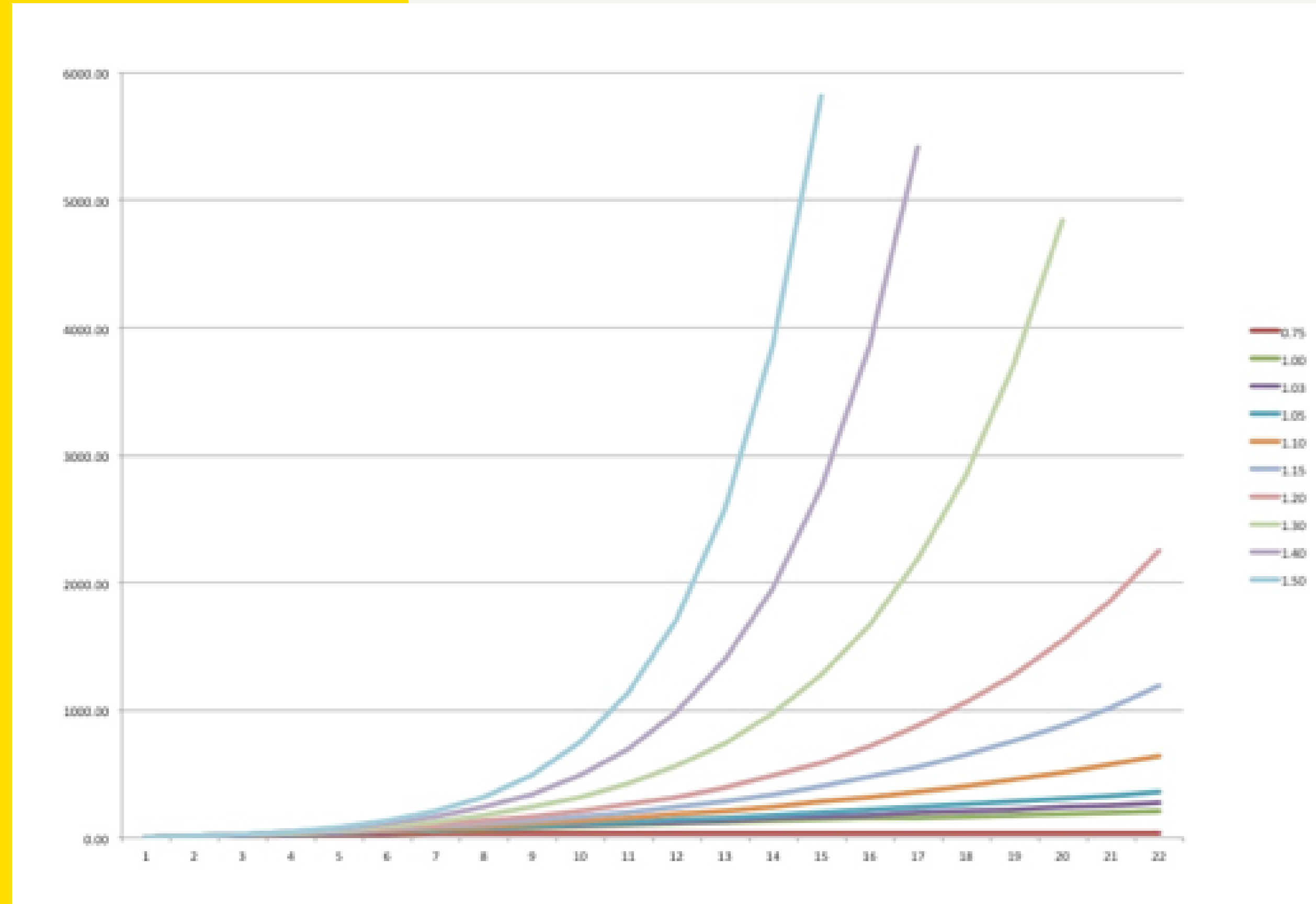
- **Growth hacking**
- **Conversion optimization**
- **Using Facebook Ads to Understand Your Audience**
- **Customer feedback**
- **Spreading innovation and finding early adopters**
- **Fine-tuning your send message**
- **Marketing differentiation**

#1 viral marketing & growth hacking: building marketing into a product



“Marketing is needed for companies with only sucked products” – Fred Wilson, VC





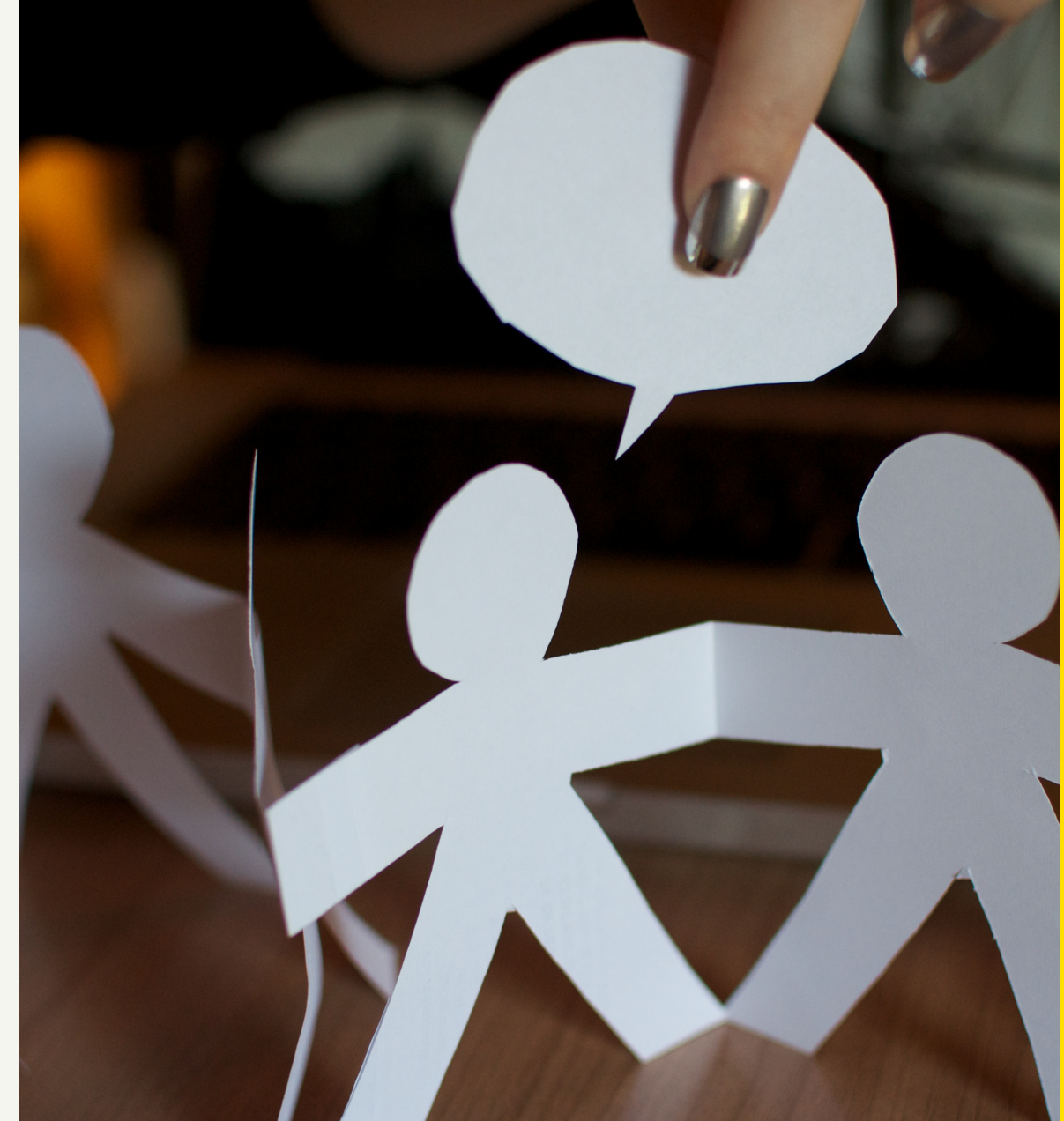
how to build marketing into a product?

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The easiest way to measure the probability that a user will recommend your startup is to use a survey with an evaluation system.



#2: Conversion optimization:



Conversion rate optimization (CRO) is the practice of increasing the percentage of users who perform a desired action on a website.

[hotjar.com]

How to find out customer problems?



- Ask visitors to complete a survey. This usually needs to be stimulated with a discount or small gift.
- Arrange custom tests with UserTesting.com



- Install a live chat plugin that allows you to chat with site visitors in real-time
- Invite a customer you know for lunch or a Skype conversation

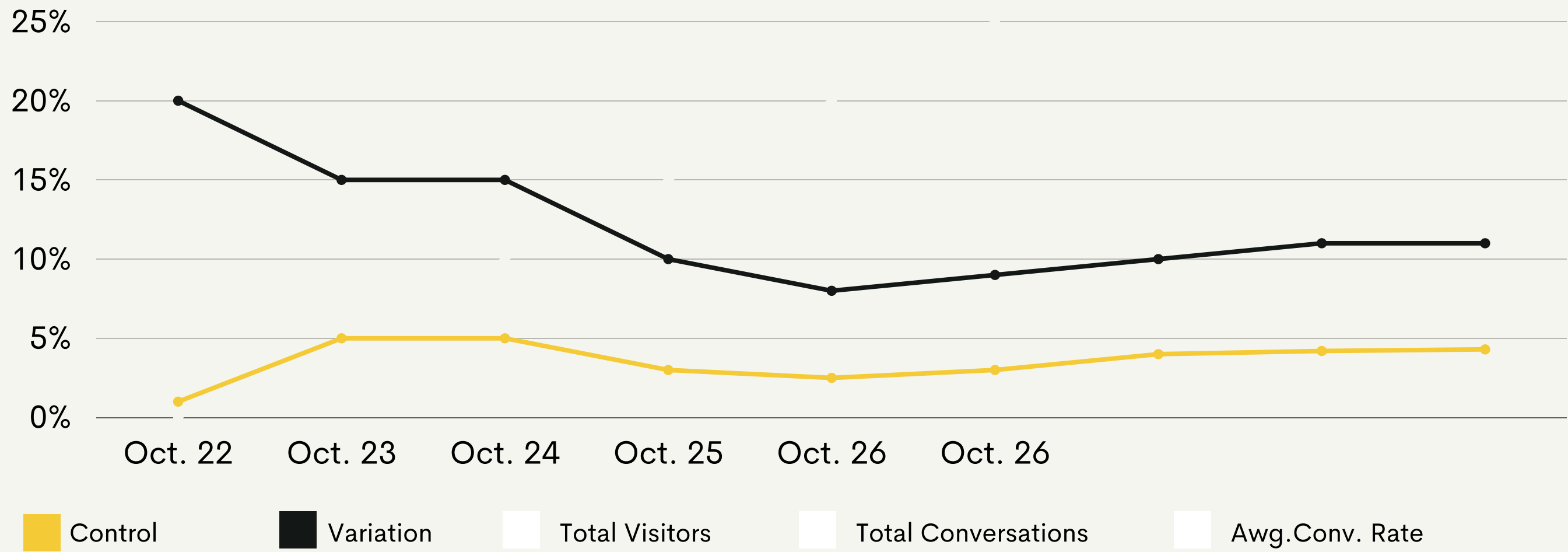


- Ask for feedback on the forum where your customers are present

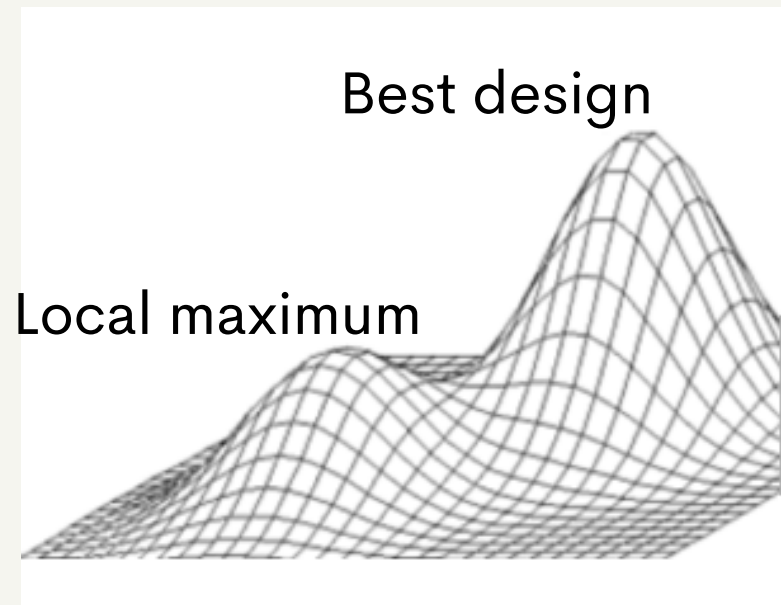


how to
improve the
conversion
probability?

Where to start?



Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors	Action
Control	4.12% ±3%	-	-	4 / 97	[Action]
Variation 1	10.20% ±4%	+147.45%	95%	10 / 98	[Action]
Average Case	7.18% ±2%	-	-	14 / 195	-

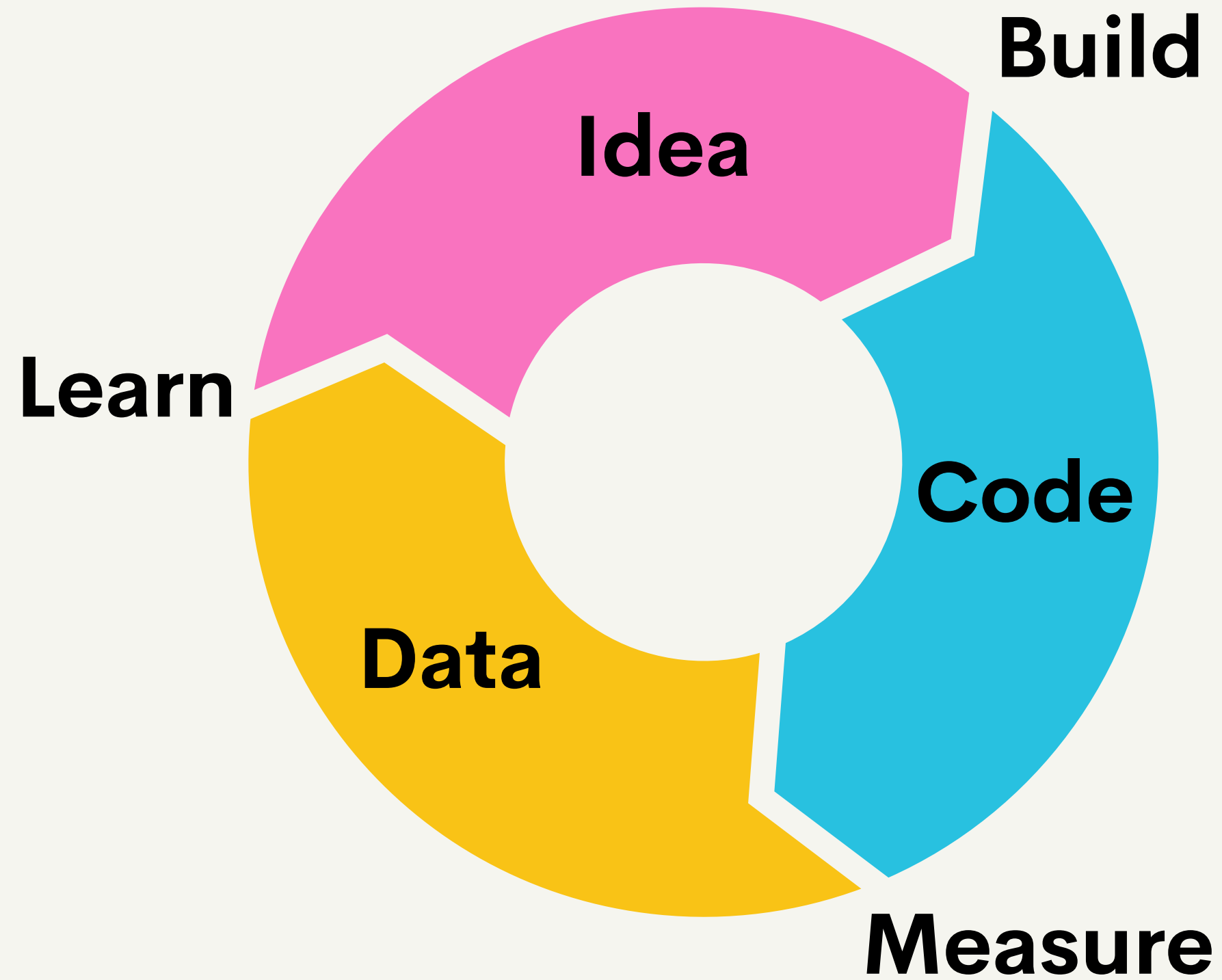


#3 advertising on Facebook: search your audience using segmentation



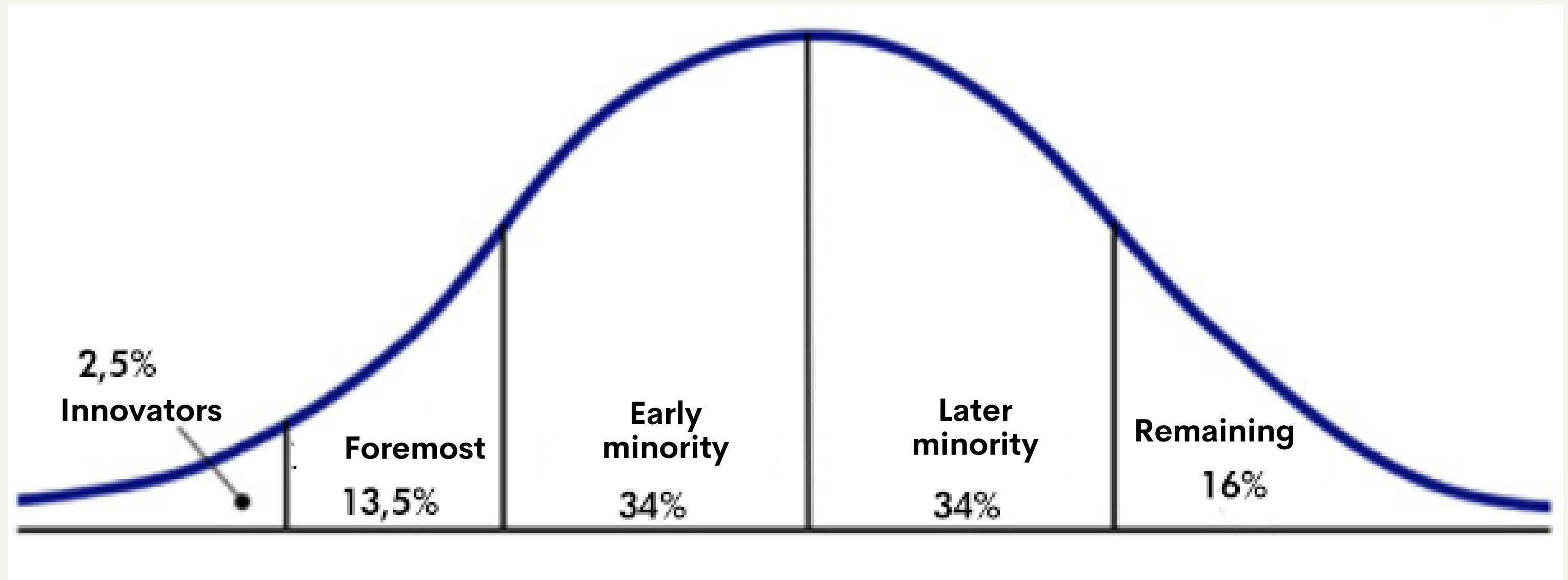
Facebook ads are the best way to quickly and affordably figure out your target audience and understand the acquisition costs of different demographics.

#4 customer feedback



#5 spreading innovation and finding early followers

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6 why, what, how: precise setting of the sender for conversion

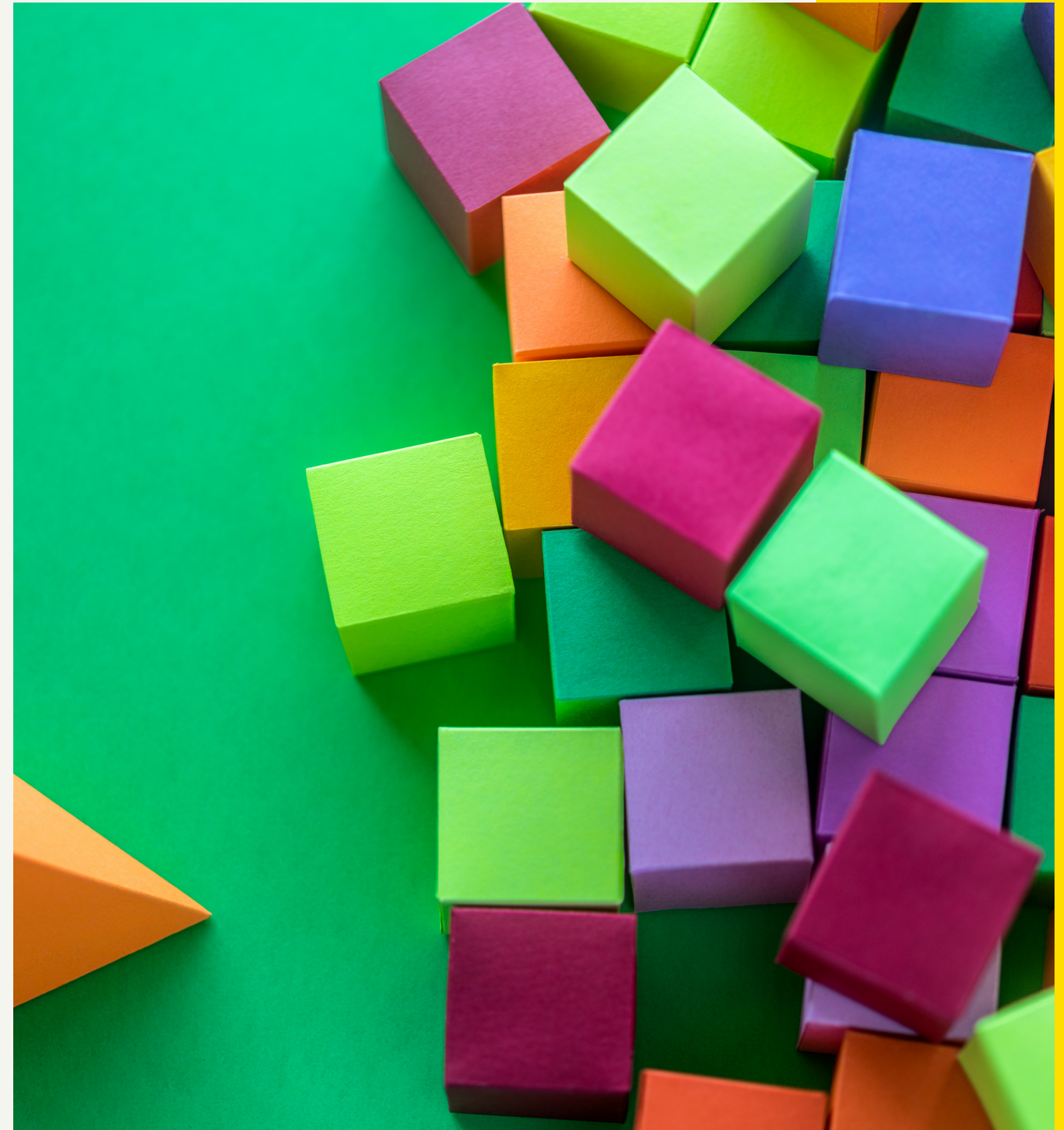


Differentiated marketing

Differentiated marketing -

is a strategy that involves a company creating marketing campaigns that appeal to two or more segments of their target audience. It helps companies improve brand recognition, reach a wider audience, meet customers' needs, and increase revenue.

[<https://sendpulse.com/support/glossary/differentiated-marketing>]



startup marketing trends

- customer orientation
- making a product strategy
- transparency and openness
- social networks
- content distribution
- adaptation to the consumer
- branding
- information support
- marketing tools



Customer orientation



Customer orientation

is a business philosophy that puts the needs of the customer over the needs of the business. It's a way of thinking that aligns your business goals with your customers' goals.

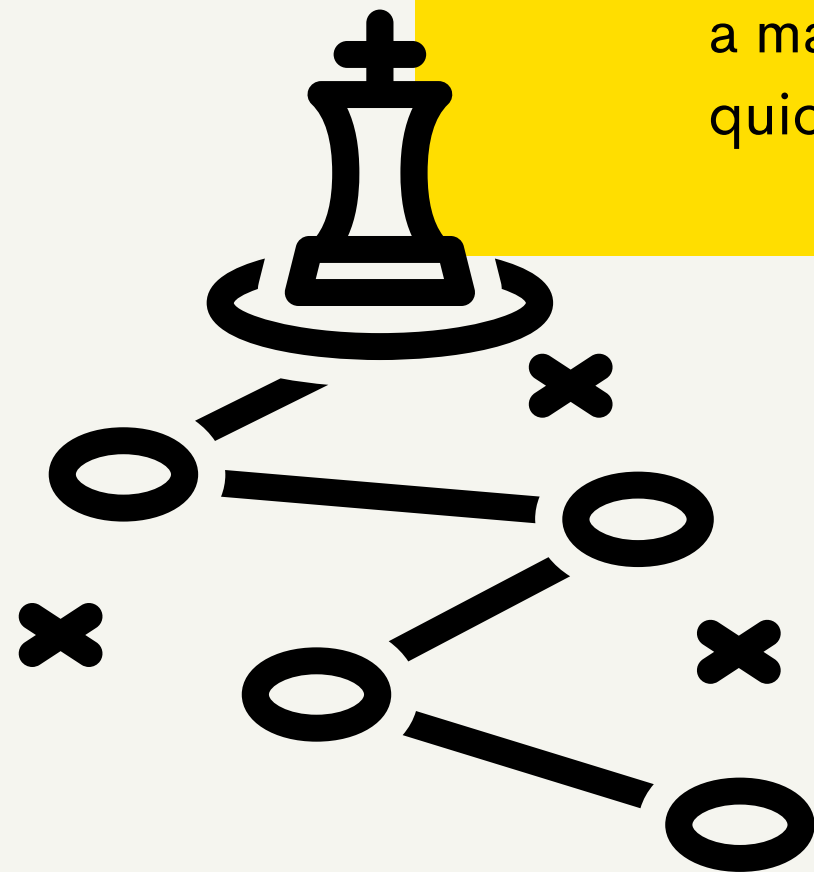
Customers are the business!

#making a product strategy

A Startup Marketing Strategy is

a marketing plan that fits the limited budget of a startup and promises quicker growth than traditional marketing strategies.

[<https://userguiding.com/blog/marketing-startup/>]



transparency and openness

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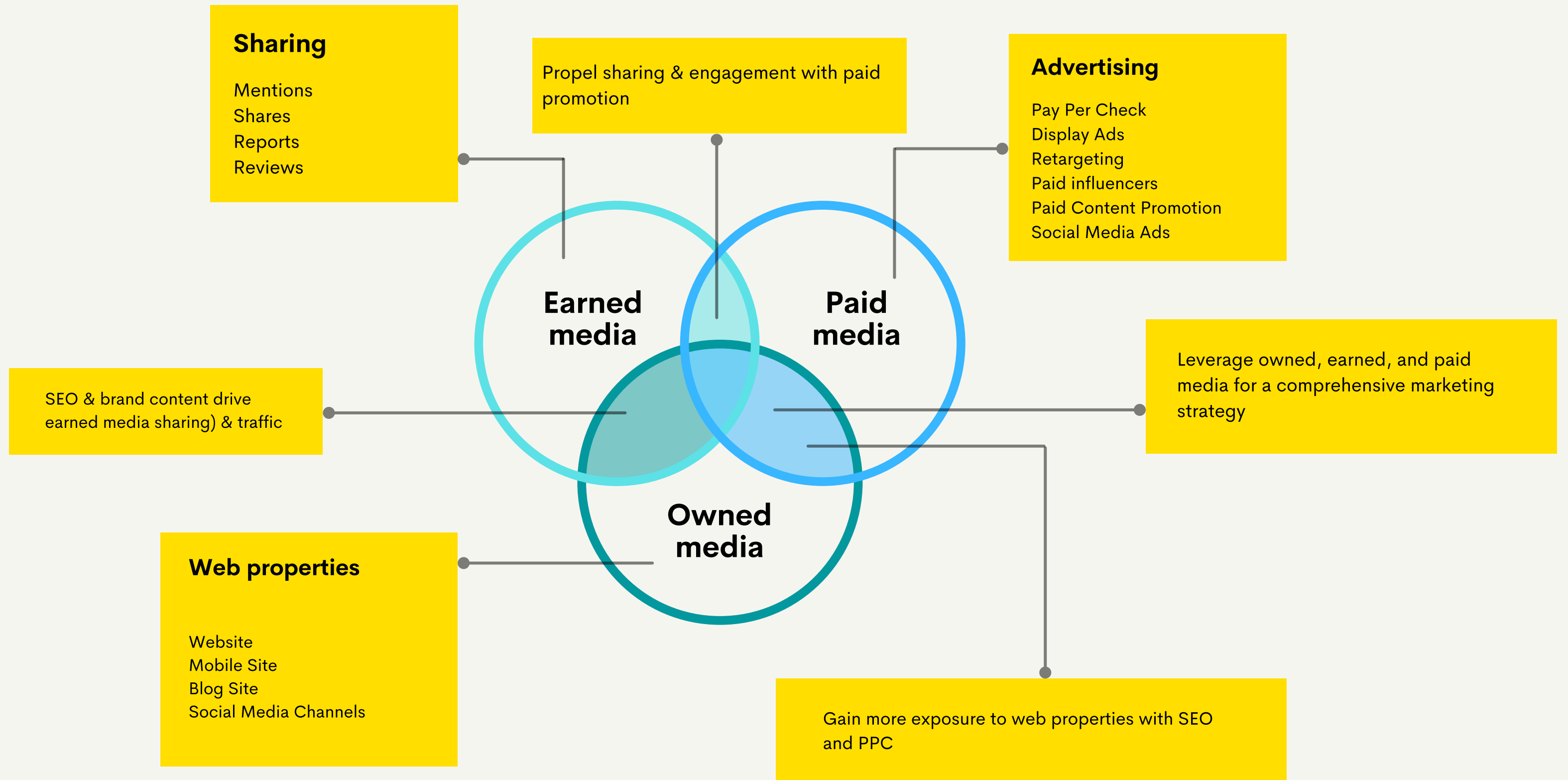


Social networks

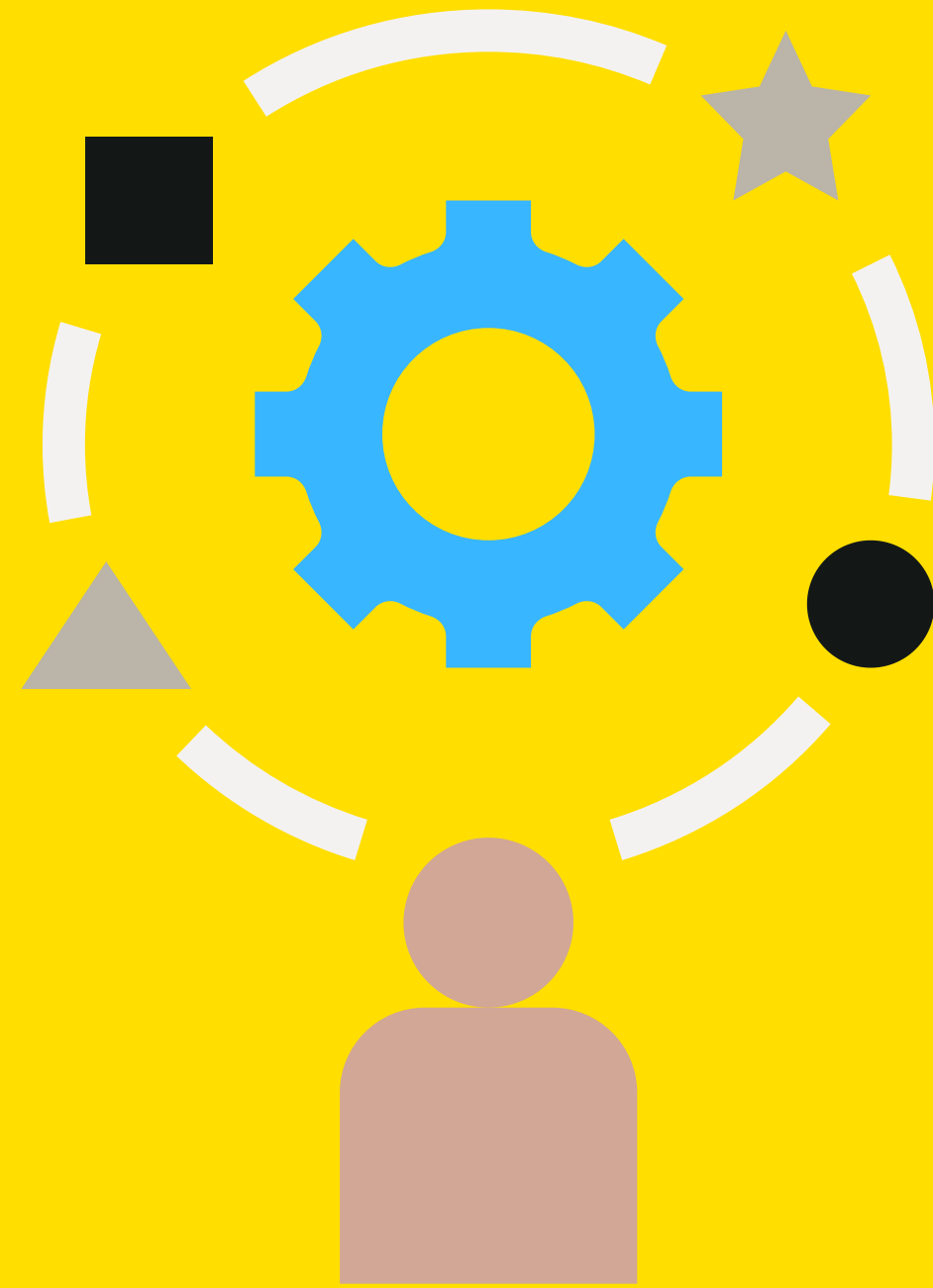
- Facebook
- Instagram
- Twitter
- TikTok
- Snapchat
- Pinterest
- ...



content distribution



adaptation to the consumer



branding

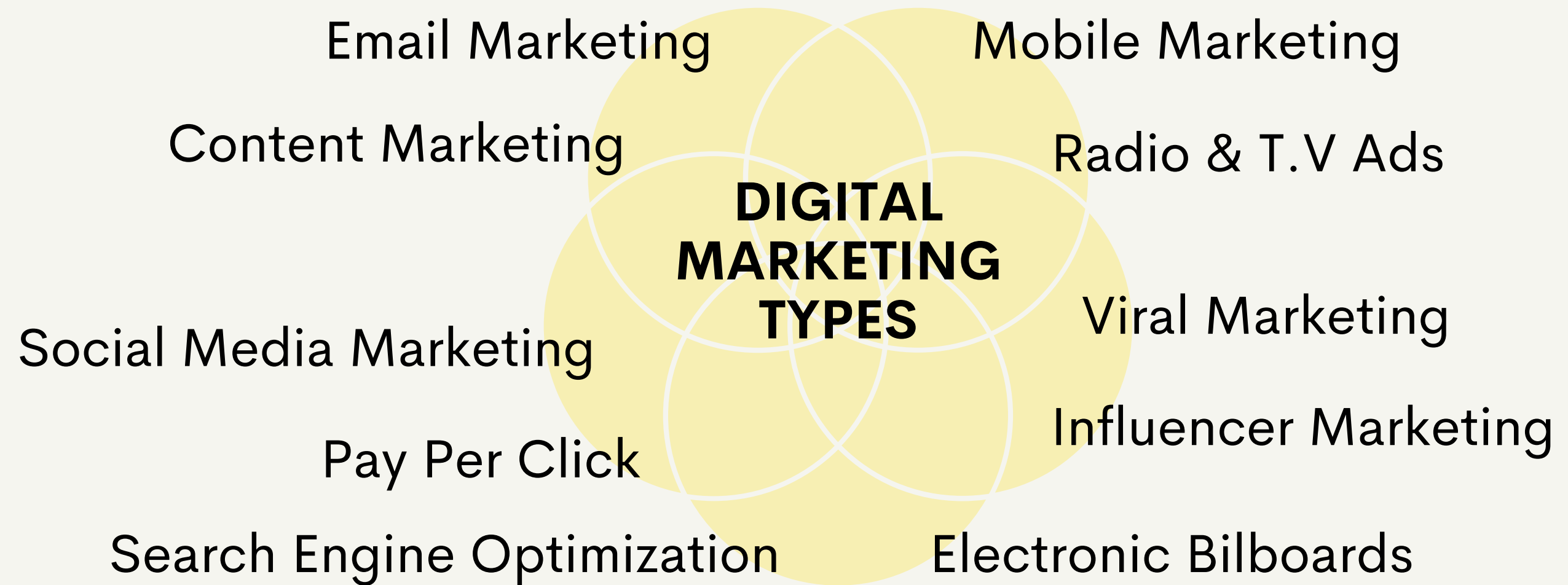
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information support



marketing tools



Business has only two
functions — marketing and
innovation

— **Milan Kundera,
Writer & Playwright**

Thank you for attention



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