



PRE-FLIGHT ACADEMY

Growing your business through scalable marketing



Lemonade

How do I market my startup?



How do I buy athletic shoes?



Advice is always based on assumptions

How much you want to spend

Where you like to shop

What style of athletic shoes you normally wear

Why you need new athletic shoes now





Startup marketing is the same

Who are your customers

What motivates them to purchase

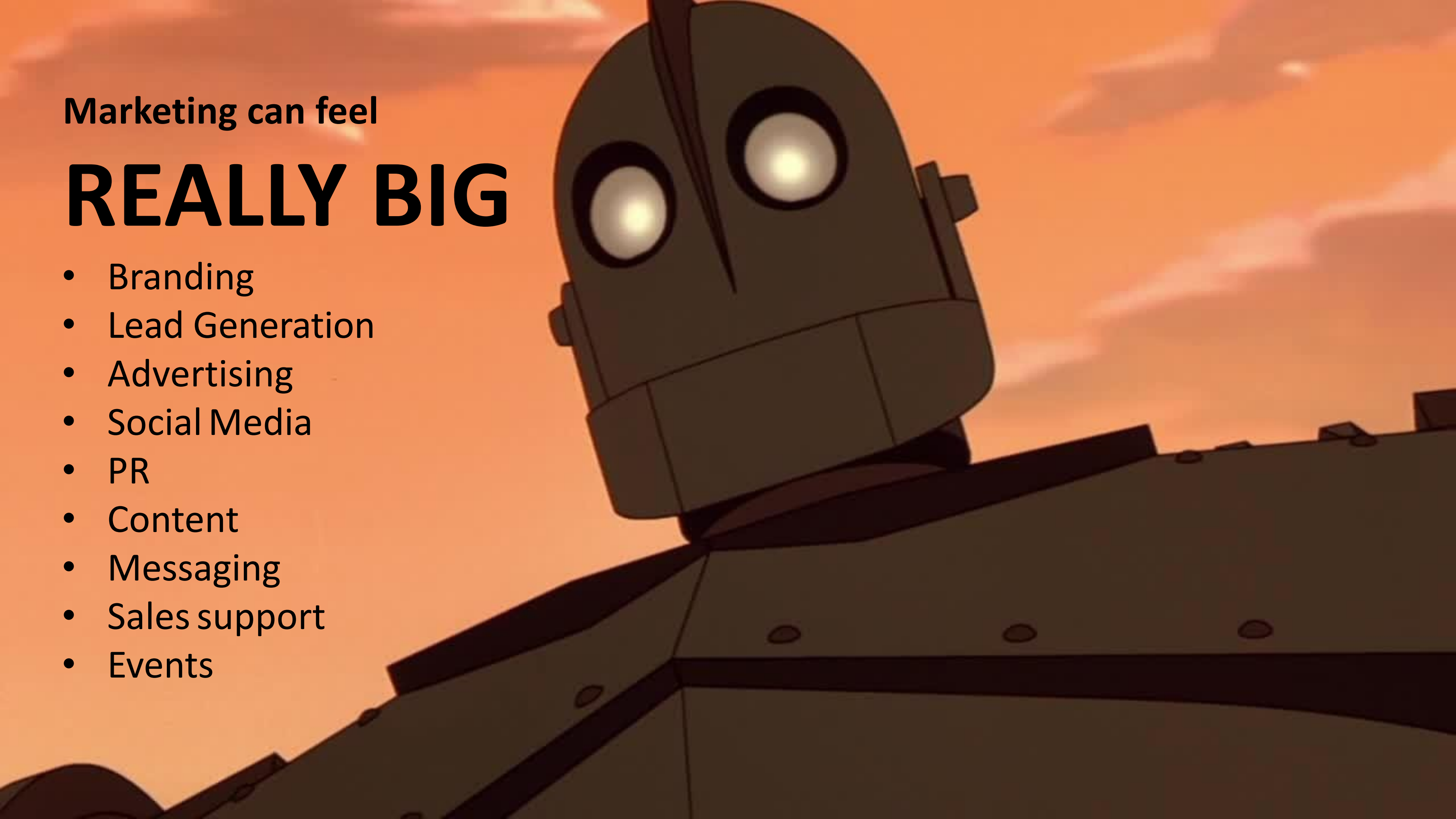
What they love about your offering

How they make purchase decisions

Marketing can feel

REALLY BIG

- Branding
- Lead Generation
- 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.*

A hand-drawn diagram on a chalkboard. It features a central circle with an 'X' inside. To the left, a vertical line is crossed by a horizontal line, with an arrow pointing from the left towards the vertical line. Above the central circle, an arrow points down towards it. To the right, a large arrow points from the central circle towards a rectangular box. Inside the box, there is a dashed line and an 'X'. At the bottom, a hand is visible holding a piece of chalk, with a dashed line extending from the bottom towards the central circle.

**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

5

Create
tactical plans

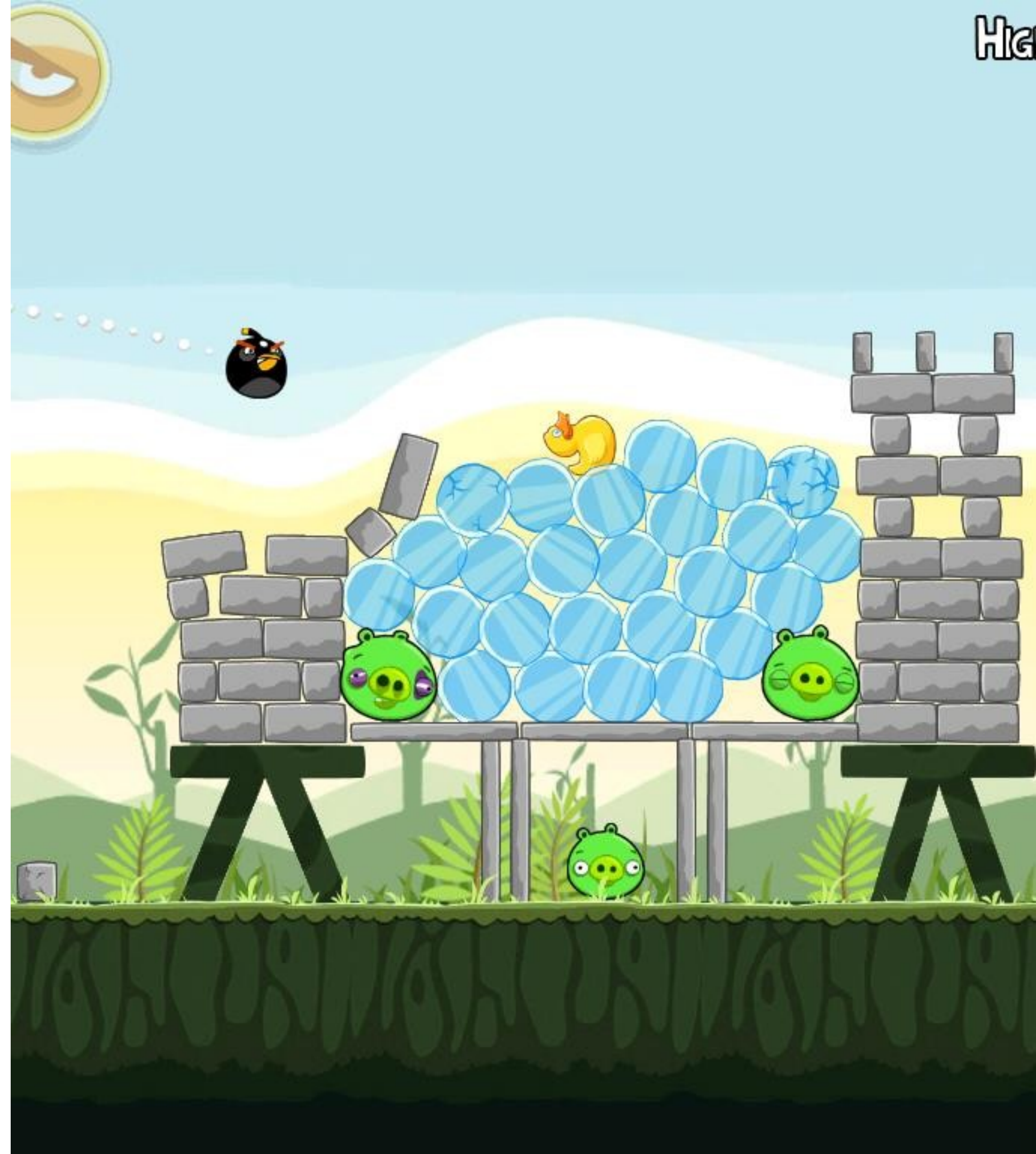
STEP 1: DEFINE YOUR GOALS

Establish your objectives

Listing your goals on the first page of your final marketing plan document sets the stage for everything to come.

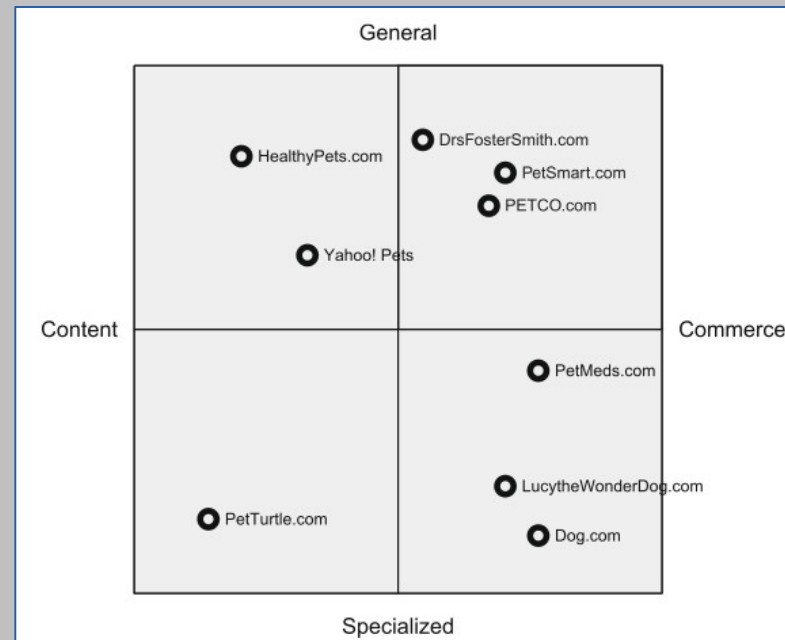
Goals

1. _____
2. _____
3. _____
4. _____
5. _____



STEP 2: DO YOUR HOMEWORK

Research is the foundation



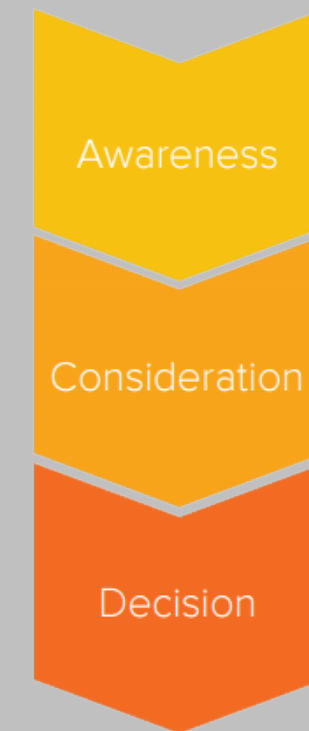
Competitive Analysis



SWOT Analysis

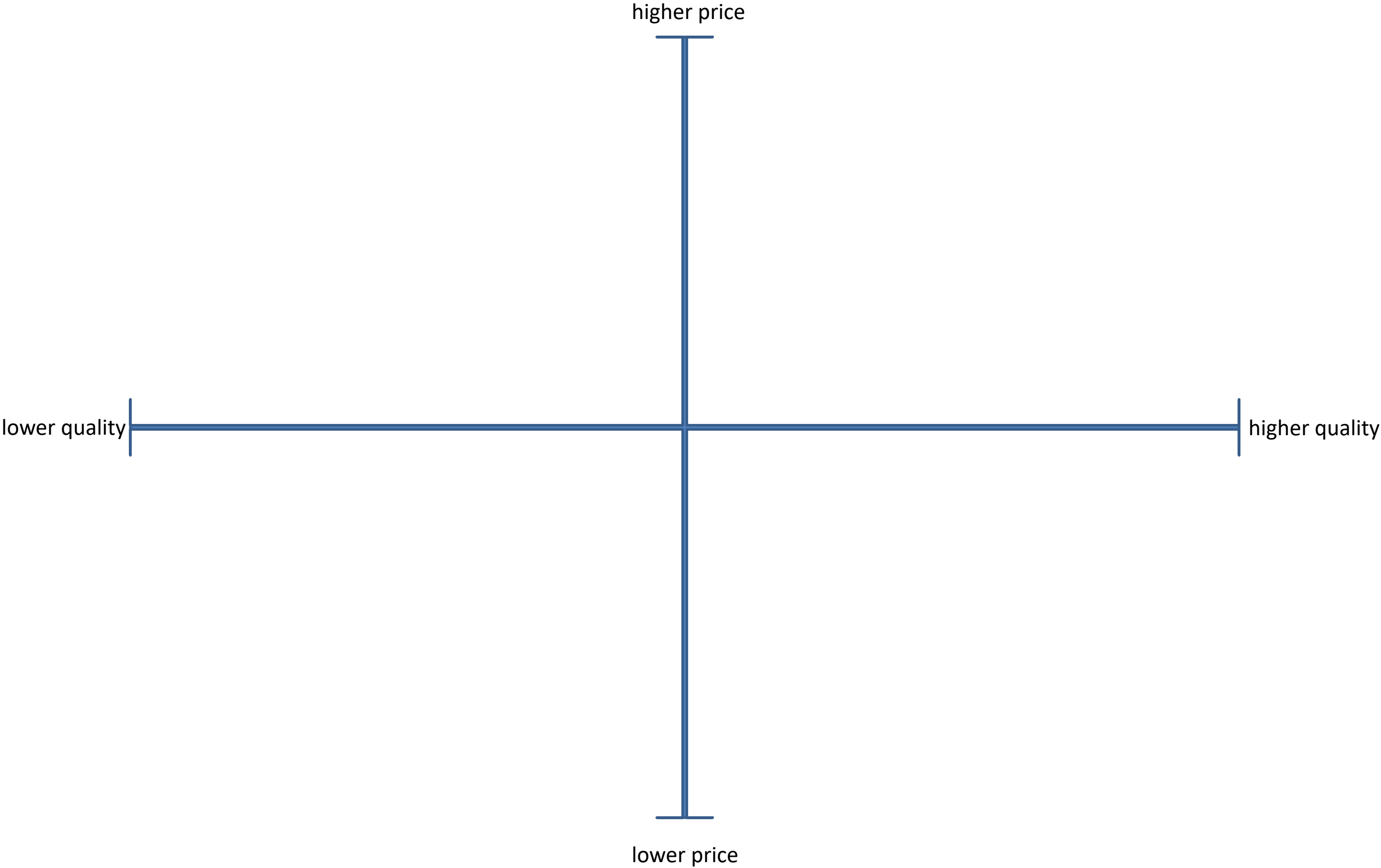


Buyer Personas



Buyers' Buying Cycle

COMPETITIVE ANALYSIS





BUYER PERSONA

Starter Questions

Demographics

- Age
- Gender
- Education
- Income Level

Behaviors

- Product Use
- Information they read/watch

Geographic

- Where do they reside



Challenges

- What are their pain points

Interests

- What are their hobbies

Email Preference

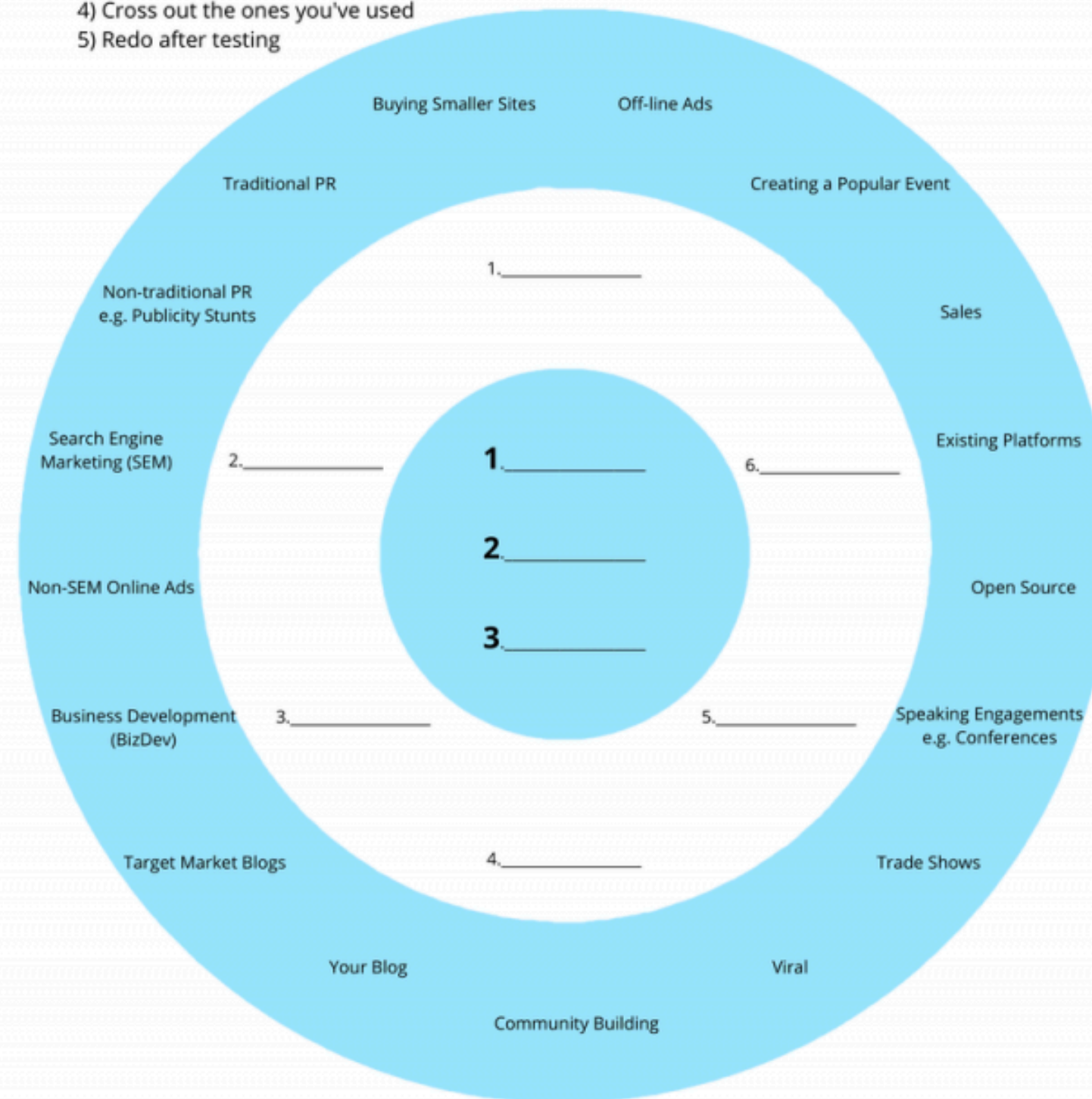
- How often do they open
- How often do they click

Attributes	Persona Type 1	Persona Type 2	Persona Type 3
Demographics			
Behaviors			
Geography			
Pain Points			
Interests			

The Bullseye Framework For finding the best traction channels

- **Traditional PR.** Justin.tv gained an early loyal following from getting written up in national newspapers.
- **Non-traditional PR, e.g. Publicity Stunts.** Josh Kopelman had a town renamed half.com, which got him on a lot of national TV shows.
- **Search Engine Marketing (SEM).** At NextTag, Mark Cramer bought mortgage ads off of Google and found a way to monetize them (for more than he paid).
- **Non-SEM Online Ads.** DuckDuckGo has gotten some success out of reddit ads. There's also lots of other platforms, e.g. Facebook, StumbleUpon, MySpace. Then there are thousands of smaller sites that will take your ads directly.
- **Search Engine Optimization (SEO).** At Bingo Card Creator, Patrick McKenzie operates a collection of sites that get hundreds of thousands of people each year interested in his offerings coming in for free from organic search (mainly through Google).
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- **Viral.** Posterous took off through posting and sharing.
- **Trade Shows.** Steve Welch gained momentum for Mitos through innovative marketing at industry conferences.
- **Speaking Engagements, e.g. Conferences.** Eric Ries told me that his blog really got traction after he started doing speaking engagements.
- **Open Source.** Zimbra took hold by making their product open source. You could consider this a special case of the next vertical.
- **Existing Platforms.** SurfCanyon has gotten 1.5M downloads of their Firefox add-on. And of course don't forget iPhone/iPad, Twitter, Facebook, LinkedIn, Ning, etc.
- **Sales.** Steve Barsh kick-started his company through endless cold-calling and networking.
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- 1) Read Traction by Gabriel Weinberg & Justin Mares
- 2) Select your top 3 & write them in the center
- 3) Write your next 6 in the middle layer
- 4) Cross out the ones you've used
- 5) Redo after testing



Which Activities Align with

MY STRENGTHS?

STEP 3: CREATE A STRATEGY

Whittle down your goals

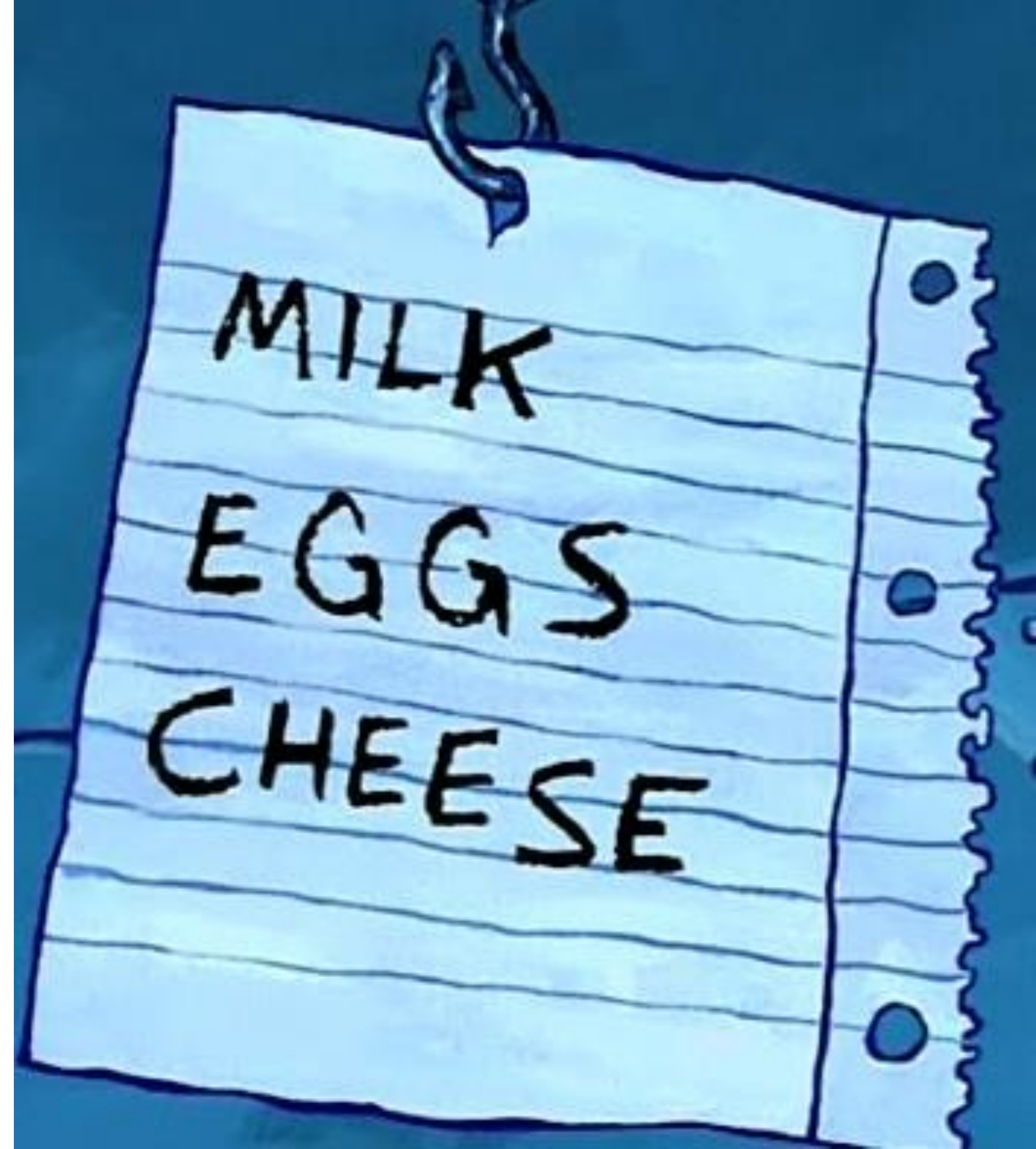
Set quantitative and qualitative goals.

Make them attainable, but not easy.

- 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

TOP 3 GOALS

1. _____
2. _____
3. _____



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.

What do our clients say about us?

How do we capture and measure consistent feedback?



STEP 3: CREATE A STRATEGY

Optimize Your Engagement

Ask: Is it easy to engage with us?

Website and/or Point of Sale

What is the most important information your clients need?

What do you want them to do?

How do you assure that it is easy?

What do you do when its NOT easy?



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



eBooks
White papers
Editorial content
Blog posts
Reports

Webinars
Webcasts
Podcasts
Video
Expert guides

Product comparisons
Case studies
Free trials/downloads
Product focused content

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 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



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LETS GO!!