

START-UP MARKETING

3 THINGS YOU NEED

START [THINKING ABOUT] MARKETING AS SOON AS YOU CAN

- ▶ It takes time to build contact lists
- ▶ It takes time for websites to be indexed
- ▶ It takes time to build a social following
- ▶ It takes time for people to get to know and trust you
- ▶ Good marketing takes time

THE 3 MARKETING THINGS A START-UP NEEDS

1 A clear value proposition

2 A clean, concise presentation or presentations

3 Strong networking activities

1 KNOW YOUR VALUE PROPOSITION

- ▶ Articulate clearly what you do, who you do it for and what value you provide
- ▶ Different from your vision and mission statement
- ▶ A clear VP will help you craft your story, build your brand and develop your marketing messaging



2

CREATE A CLEAR PRESENTATION

- ▶ General Audience
 - Tell your story
 - Give you value proposition
 - Build excitement for the product or service
- ▶ Investors
 - Ten slide rule (From Guy Kawasaki)
 - Use a video



10-SLIDE MODEL FOR PITCHING

THE GUY KAWASAKI MODEL

1. Title slide
2. Problem/Opportunity
3. Value Proposition
4. Underlying Magic
5. Business Model
6. Go-to-Market Plan
7. Competitive Analysis
8. Management Team
9. Financial Projections and Key Metrics
10. Current Status, Accomplishments to Date, Timeline and Use of Funds

“NO ENTREPRENEUR KNOWS WHEN, HOW OR IF HE/SHE WILL ACHIEVE LIQUIDITY, AND YET MANY INCLUDE A SLIDE THAT SAYS ‘THERE ARE TWO OPTIONS: AN IPO OR AN ACQUISITION.’ DUH. IF AN INVESTOR ASKS ABOUT YOUR EXIT STRATEGY, IT MEANS HE IS CLUELESS. IF YOU ANSWER WITH THESE TWO OPTIONS, YOU HAVE A LOT IN COMMON.”

Guy Kawasaki, “The Art of the Start”

3

START BUILDING A NETWORK

- ▶ Face-to-Face
 - Attend events
 - Find a mentor
- ▶ Website
 - Provide the basics
 - Start building a contact list
- ▶ Social Media
 - Start a blog
 - Post on SM channels



DON'T START A COMPANY UNLESS IT'S AN OBSESSION AND SOMETHING YOU LOVE.

IF YOU HAVE AN EXIT STRATEGY, IT'S NOT AN OBSESSION.”

Mark Cuban, serial entrepreneur and investor

DON'T WAIT...

GO START {GREAT} MARKETING

If you need help getting started, want to work on your pitch deck
or have gotten funding and are ready to introduce
your company to the world, call Detati at 408 744 9300

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DIGITAL MARKETING