

PLAT4ORM

MARKETING THROUGH THE FUNDING LIFECYCLE: SEED TO SERIES A

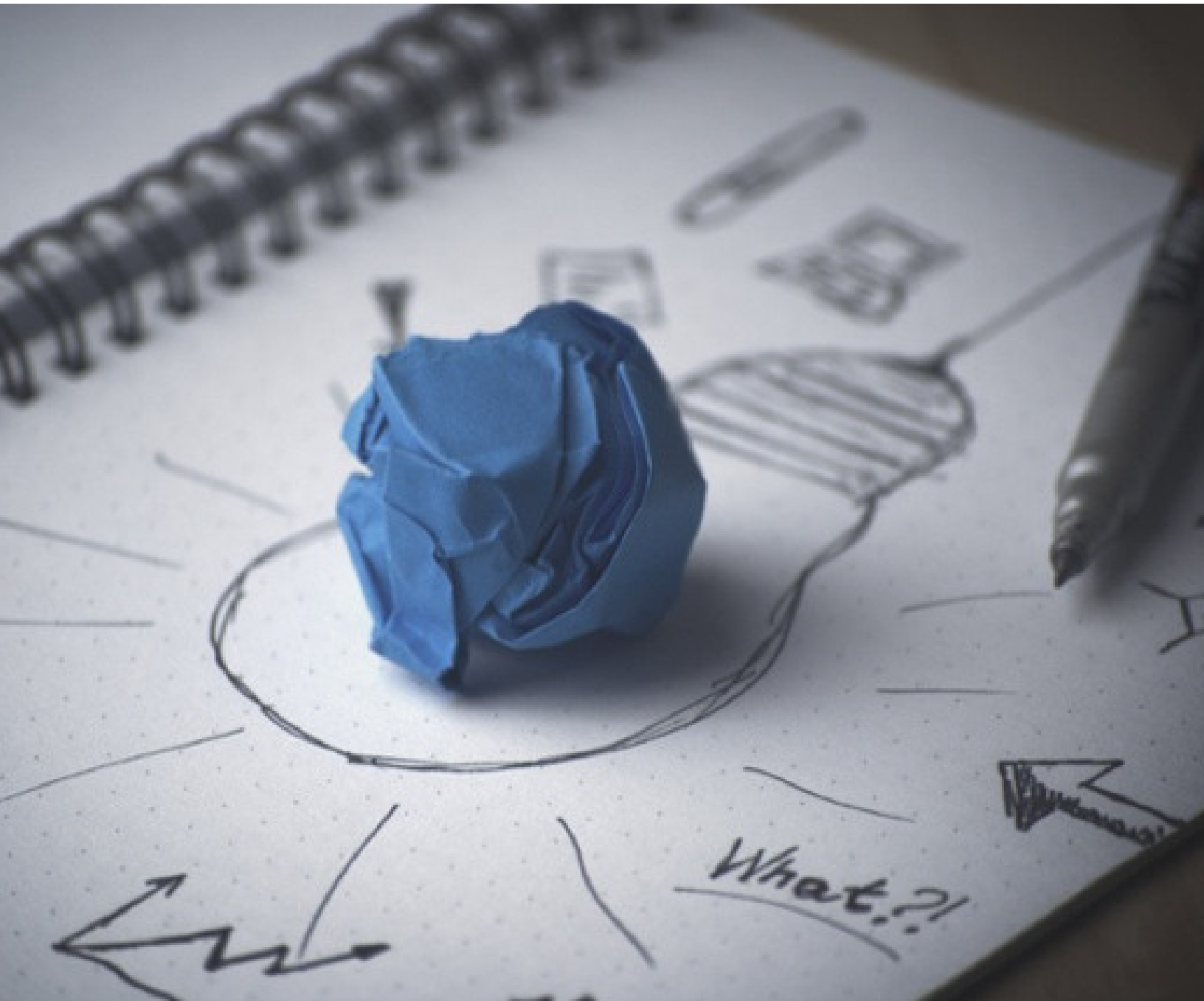


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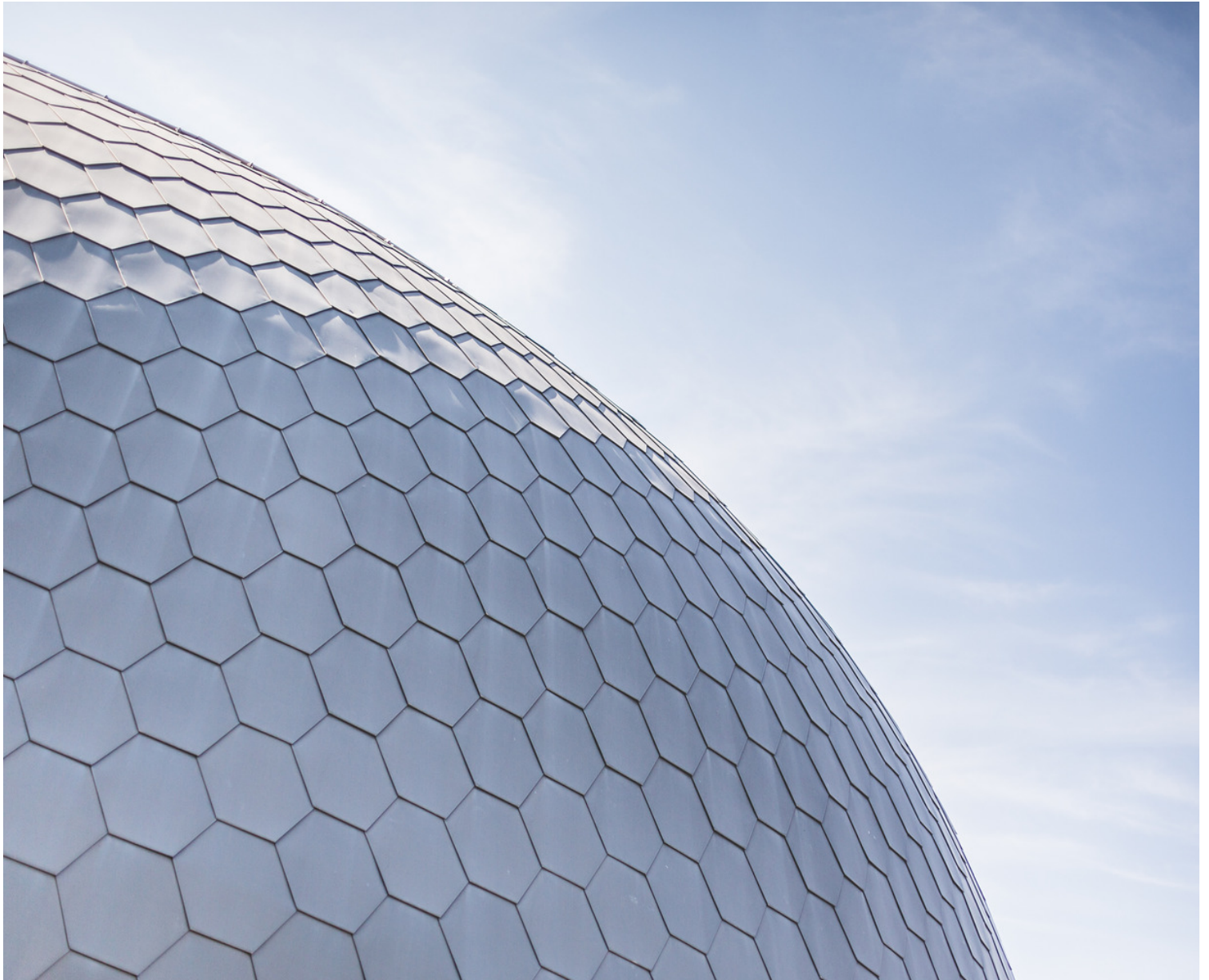
BUILDING A MARKETING FOUNDATION



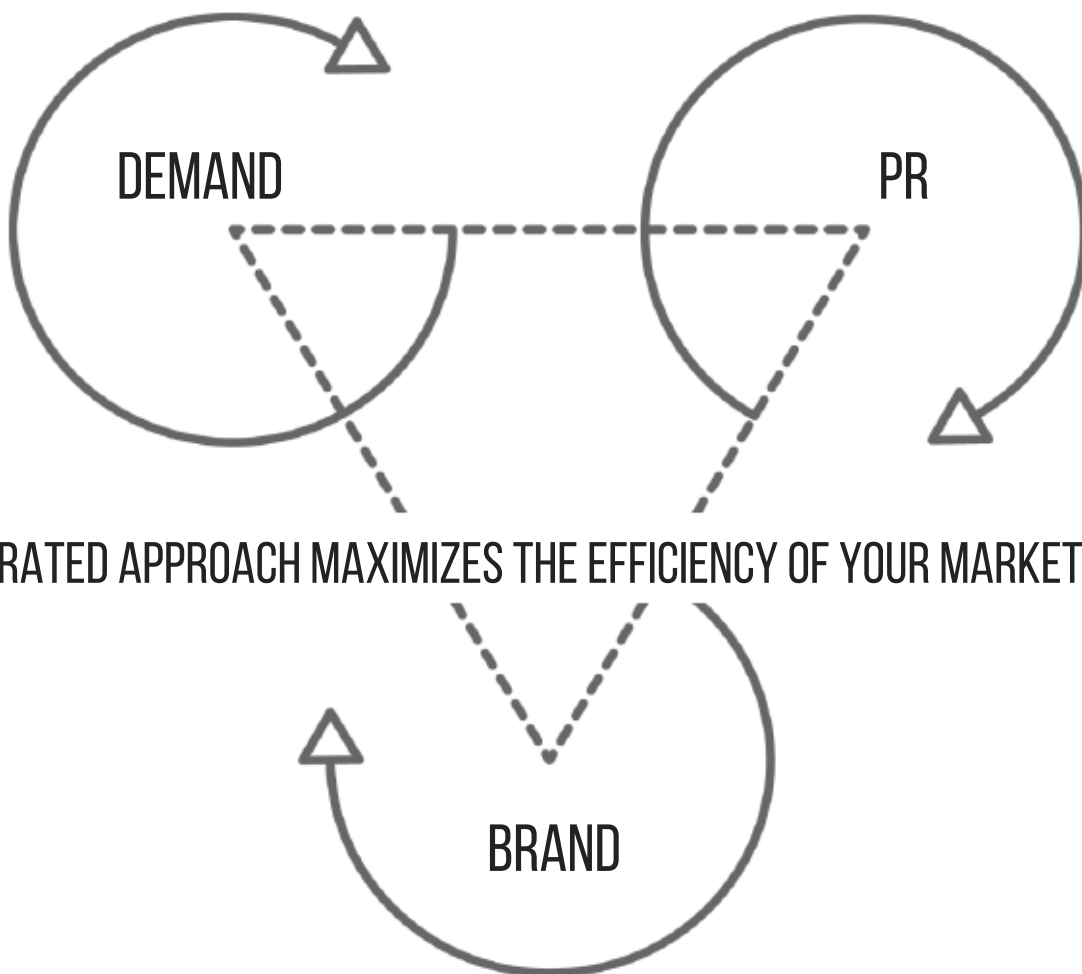
WHAT'S YOUR VISION?

- WHAT IS YOUR MISSION AND GOAL?
- WHAT IS YOUR PRODUCT/SERVICE?
- WHO IS YOUR CUSTOMER, AND HOW DO YOU REACH THEM?
- WHO IS YOUR COMPETITION, AND HOW DO YOU STACK UP AGAINST THEM?
- WHAT IS THE RIGHT MARKETING MIX TO ACHIEVE YOUR GOALS?

THE MARKETING MIX



THE MARKETING MIX



AN INTEGRATED APPROACH MAXIMIZES THE EFFICIENCY OF YOUR MARKETING SPEND

DEMAND GENERATION

COMPONENTS

- MISSION – VISION – GOALS
- COMPETITIVE STRATEGY
- TARGET PERSONAS
- BUYERS JOURNEY
- OFFLINE/ONLINE TACTICS

WHAT TO LOOK FOR

- ANALYTICAL, RESULTS-ORIENTED WITH A TESTING MINDSET
- APPRECIATION FOR OTHER MARKETING FUNCTIONS
- CROSS-FUNCTIONAL LEADERSHIP

REMEMBER

- DO NOT RELY ON SUBJECTIVE MEASURES
- DO NOT USE FLUFF, MISLEADING STATEMENTS NOT JUST MAKING THINGS PRETTY
- DO NOT EXECUTE BASED ON “GUT”

BRAND

COMPONENTS

- THE STRATEGY: BRAND VALUE VS BRAND IMAGE
- THE PERSONALITY: CRAFTING THE STORY
- THE MESSAGE
- THE VISUAL

WHAT TO LOOK FOR

- CAPACITY FOR LANGUAGE AND VISUAL
- ALIGNS DESIGN WITH CONCEPT
- POSITIVE COMMUNICATION WITH MARKETING AND IR

REMEMBER

- DO NOT HAVE A MYOPIC VIEWPOINT
- EMOTION IS NOT LOST ON RATIONAL DECISION-MAKERS
- BRANDING AND MARKETING ARE NOT THE SAME
- BRANDING SHOULD NOT WAIT

PR

COMPONENTS

- SHARING YOUR STORY
- TARGET INFLUENCER AUDIENCES
- OFFLINE/ONLINE TACTICS

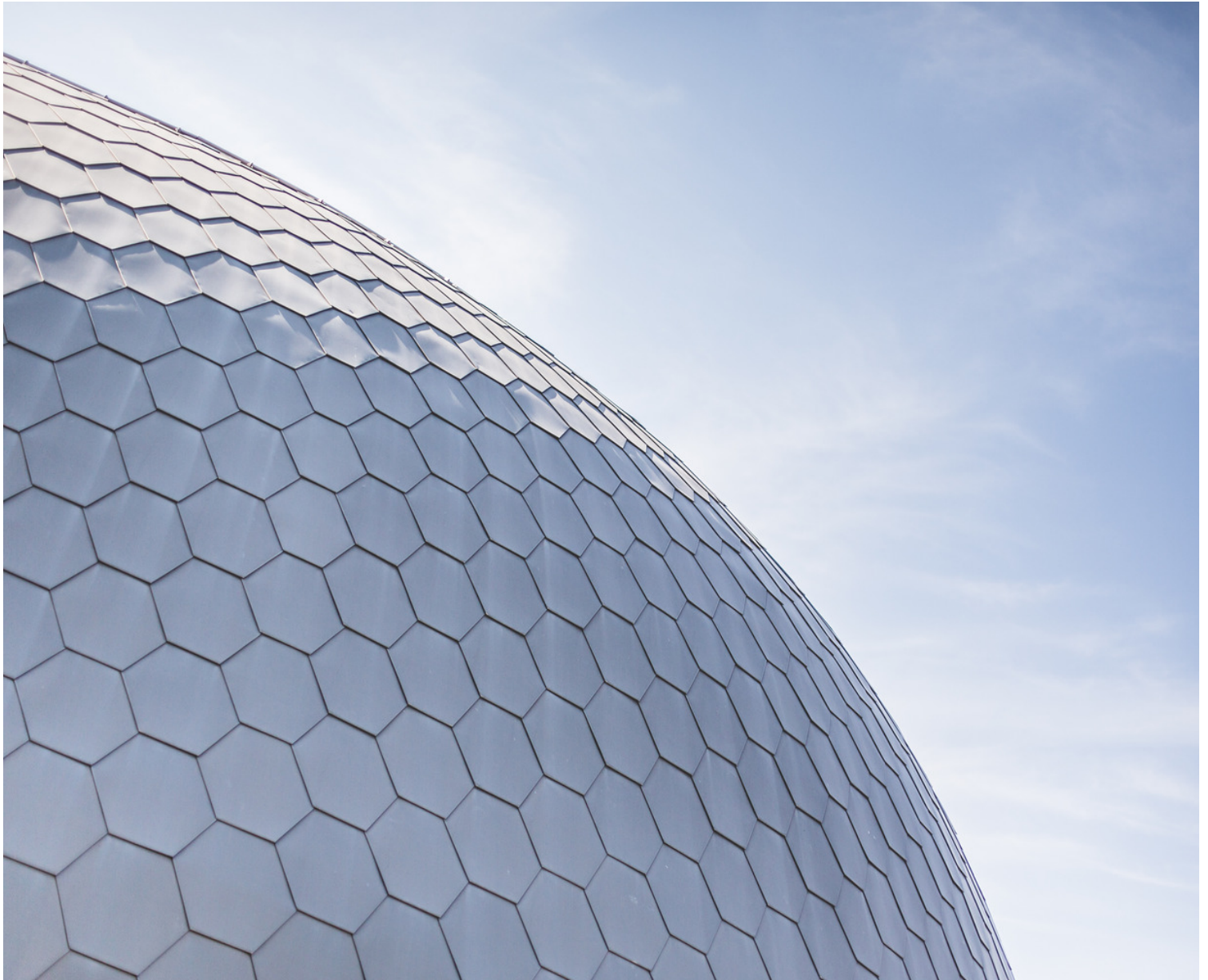
WHAT TO LOOK FOR

- SEES THE COMPANY'S POTENTIAL AND CAN TELL A STORY
- FORECASTS TRENDS & KNOWS THE COMPETITIVE LANDSCAPE
- ABILITY TO ROLL-UP SLEEVES AND EXECUTE

REMEMBER

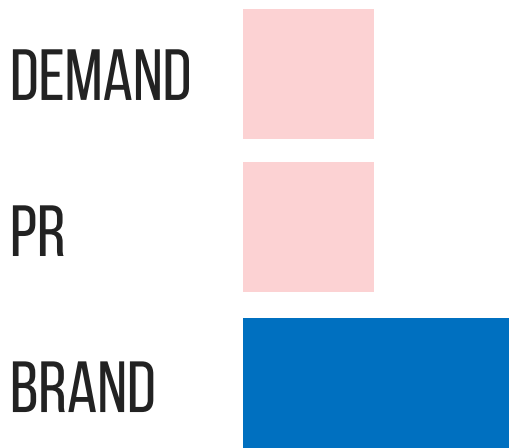
- NOT JUST A PRESS RELEASE
- CANNOT JUST STOP/START PR TO BE TRULY
- EFFECTIVE/MAINTAIN VISIBILITY

ESTABLISHING YOUR MARKETING MIX



SEED | ANGEL

MVP & PRODUCT/MARKET FIT



B2B

- LEADS
- CONTACTS
- SALES CYCLE

B2C

- VISITS
- CONVERSION
- USER SALES
- ACQUISITION COST
- CHURN

SERIES A | BRIDGE

PROVEN BUSINESS MODEL

MARKET PENETRATION



B2B

CONTINUE BUILDING :

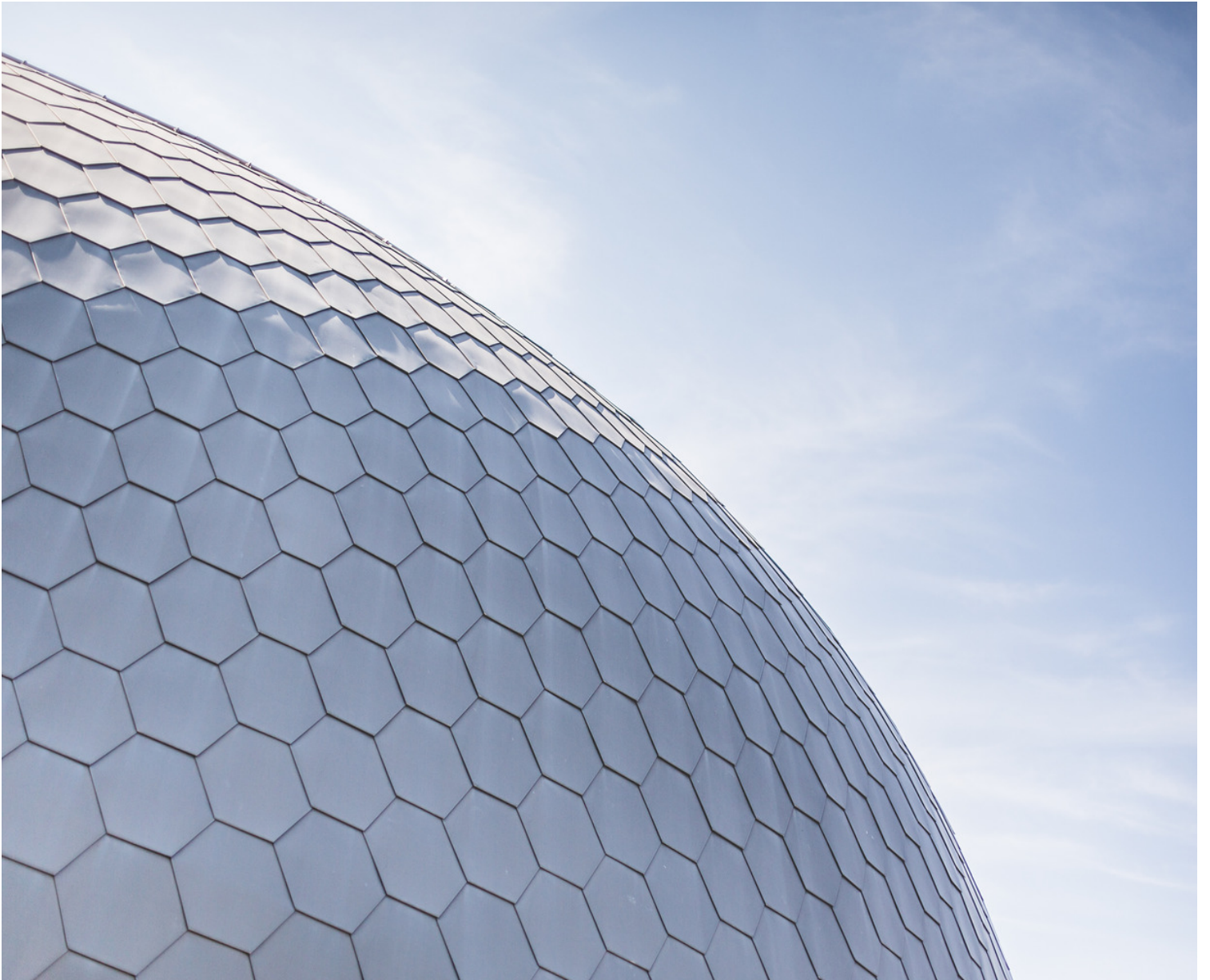
- BY CHANNEL: COST PER LEAD
- COVERAGE
- REVIEWS & AWARDS

B2C

CONTINUE BUILDING :

- BY CHANNEL: ACQUISITION COST, VISITS, CONVERSION
- COVERAGE
- REVIEWS & AWARDS
- NET PROMO SCORE (NPS)

METRICS



RESULTS ORIENTED MARKETING

ALIGN MARKETING
WITH BUSINESS GOALS

IMPLEMENT
METRICS

ASSESS YOUR
MARKETING
INVESTMENTS

FIND THE
RIGHT PEOPLE

CATEGORIES TO TRACK

CUSTOMER
EXPERIENCE

AWARENESS

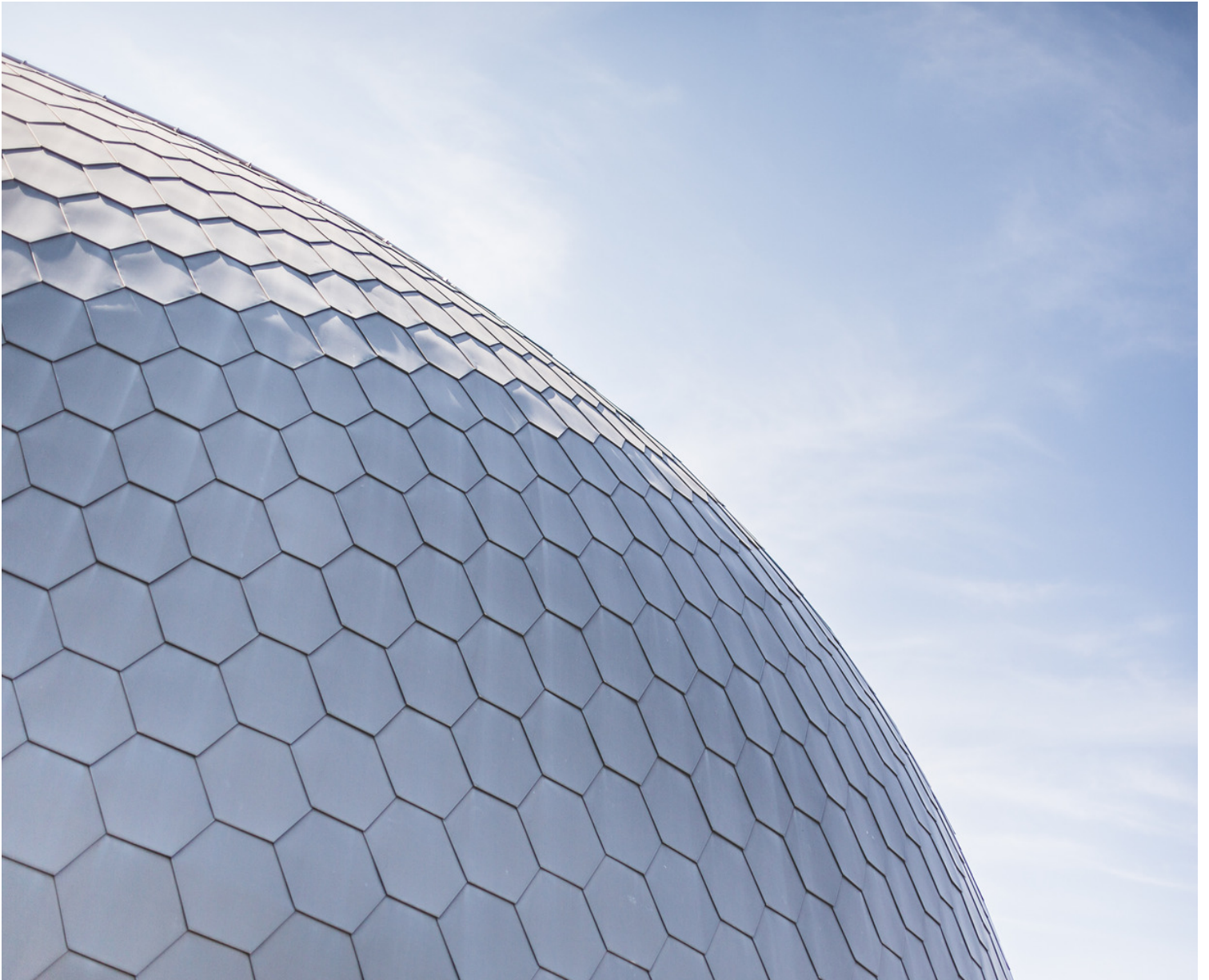
RETENTION

ENGAGEMENT

CHANNEL
PERFORMANCE

FINANCIAL
RESULTS

QUESTIONS AND THEMES



WHAT'S THE RIGHT MARKETING MIX TO REACH MY MARKETING GOALS?

Get clear on the goals for your company at this stage – funding, product development, customer acquisition, due diligence prior to product development, brand awareness and so on. Different tactics are called for at different times and when resources are limited it is vital to prioritize.

AS A START-UP, WHAT MARKETING TACTICS SHOULD I PRIORITIZE?

If I were to choose a single first step into marketing, it would be to create the company logo. The time and work that goes into this effort will set the tone for all branding to come. It's an essential foundational step. It is also vital to test your message. This can be one of the more expensive parts of setting up your marketing function, but it is vital to gauge the reactions of at least a 1,000 people to get an accurate sense of broader market perceptions. It may cost you upfront, but it will save you money in the long run.

HOW DO I KNOW IF MY MARKETING PEOPLE ARE RIGHT FOR MY BUSINESS? WHAT SHOULD I LOOK FOR?

In many start-ups, people wear multiple hats. Just because a great marketing expert wants to work for you doesn't mean that person will be the right fit in your scrappier environment. Look for people who can optimize a limited budget and who know how to roll up their sleeves and get stuff done. In many cases, start-ups are just not at the point where they can afford a full-time marketing person. However, there are some great alternative options, including agencies and consultants that can support you.

RESOURCES

THE FOLLOWING WEBSITES ARE SOME EXCELLENT ALTERNATIVE OPTIONS TO A FULL-TIME MARKETING PERSON.



GRAPHICRIVER.COM



WRITERACCESS.COM



UPWORK.COM