



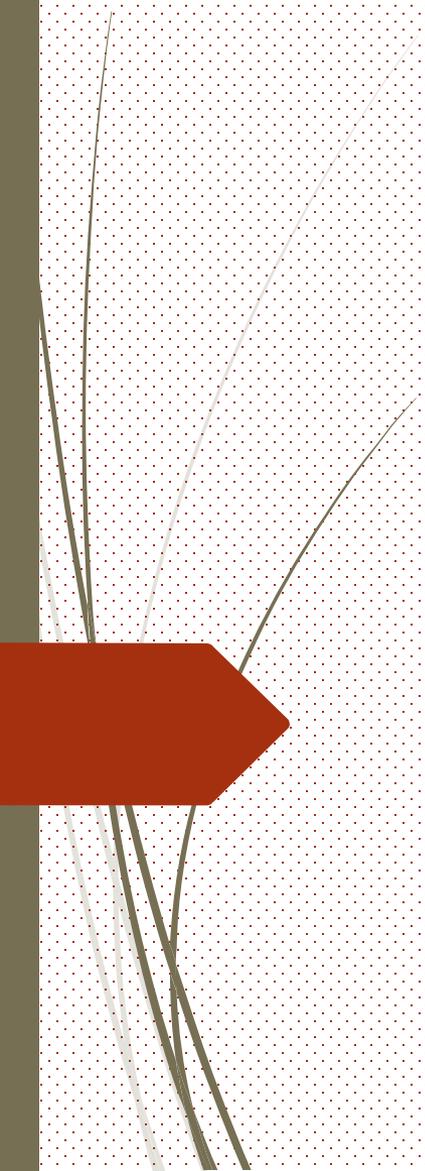
# AGILE GURGAON 2016



**27-28 May 2016**

**The Leela Ambience Hotel,  
Gurgaon**

**[www.agilegurgaon.com](http://www.agilegurgaon.com)**



# Start up Marketing: The One Page Agile Plan

Harpreet Singh

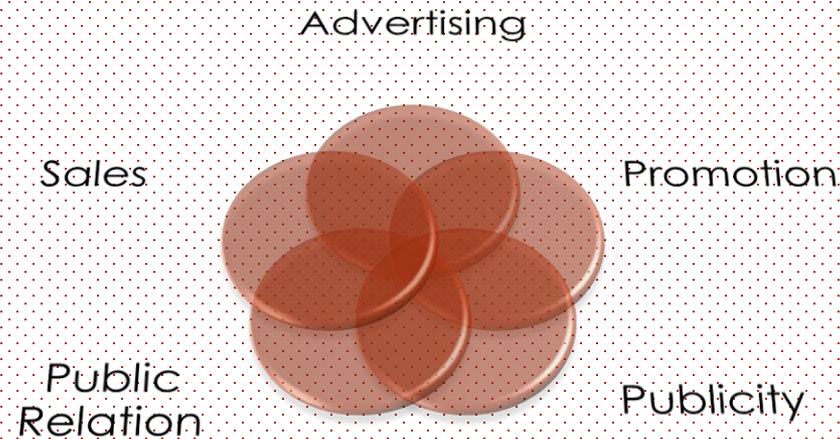
PMP, PMI-ACP, MBA ( Marketing and International Business)

[harpreet20oct@yahoo.com](mailto:harpreet20oct@yahoo.com)

# What is Marketing?

- If You paint a sign that Circus is Coming to Showground on Saturday. That is .... **Advertising**
- If you put the sign on back of an elephant and walk it to the town. That is .... **Promotion**
- If the elephant walk through the Mayer's flower bed and a local news paper write a story about it. That is .... **Publicity**
- If you get the Mayer laugh about. **Public Relations**
- If the town's citizens go to circus. You show them many entertainment booths, explains and answer their queries and ultimately they spend a lot at the circus. **Sales**

And if you plan all these..



**This is called marketing**

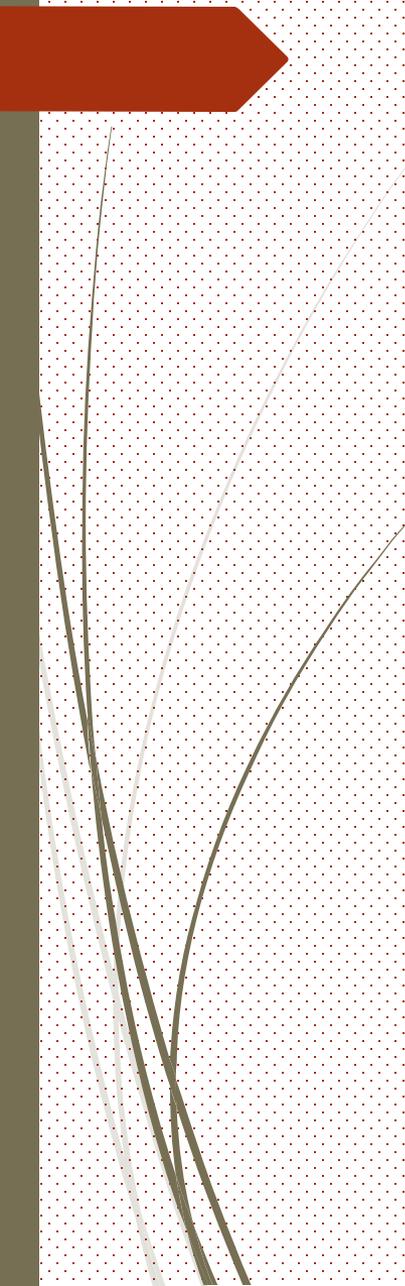


# Strategy & Tactics

**“Paralysis by analysis”.**

**“Bright shiny object syndrome”**

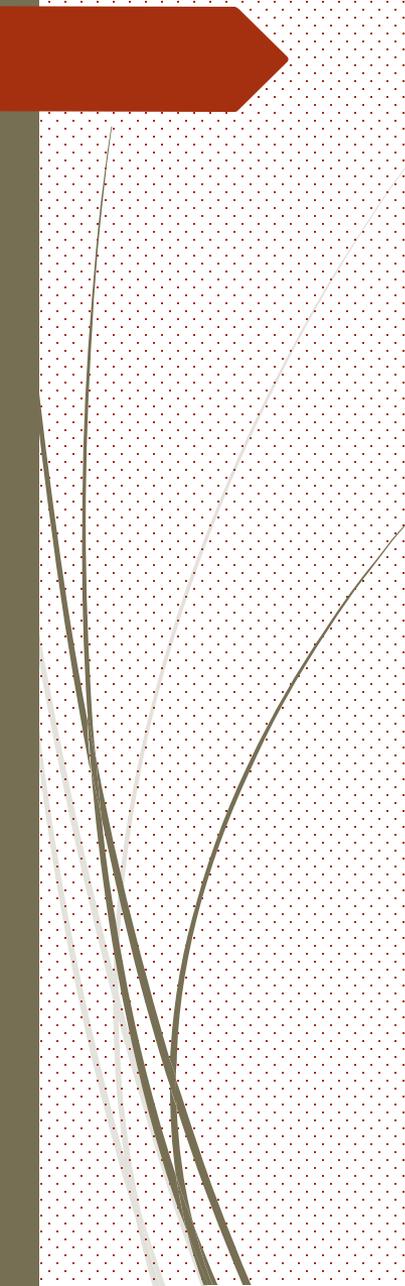


A decorative graphic on the left side of the slide. It features a dark red arrow pointing to the right at the top. Below it, several thin, curved lines in shades of grey and brown sweep upwards and to the right, crossing the main text area.

# Startup marketing: It's bit different

**The marketing priorities of a large company looks something like this:**

- Pleasing The Board Of Directors
- Appeasing Shareholders
- Satisfying Superiors' Biases
- Satisfying Existing Clients' Preconceptions
- Winning Advertising And Creative Awards
- Getting "Buy In" From Various Committees And Stakeholders
- Making A Profit.

A decorative graphic on the left side of the slide. It features a solid dark red arrow pointing to the right at the top. Below it, several thin, curved lines in shades of grey and brown sweep upwards and to the right, creating a sense of movement and design.

# Startup marketing: It's bit different

The marketing priorities of a Startup looks something like this:

- ▶ Making A Profit.

# Three Phases of Marketing Journey

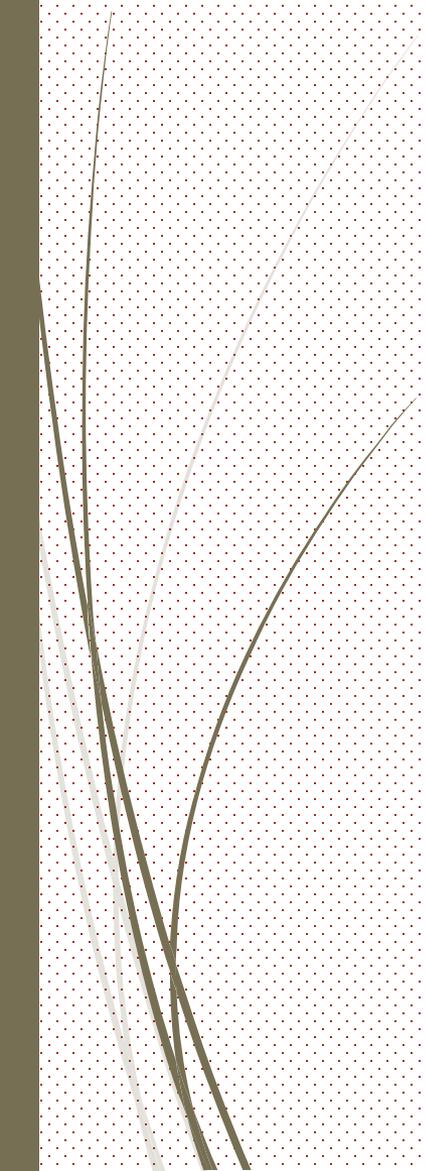
Phase	Status	Goal of Phase
Before	Prospect	Get them to <b>know you</b> and indicate interest
During	Lead	Get them to <b>like you</b> and buy from you for the first time
After	Customer	Get them <b>to trust</b> you and buy from you regularly and refer

# The one page plan

Before (Prospect)	 1. My Target Market	 2. My Message To My Target Market	 3. The Media I Will Use To Reach My Target Market
During (Lead)	 4. My Lead Capture System	 5. My Lead Nurturing System	 6. My Sales Conversion Strategy
After (Customer)	 7. How I Deliver A World Class Experience	 8. How I Increase Customer Lifetime Value	 9. How I Orchestrate And Stimulate Referrals



# Hands On Work Shop



- Make 3-4 group with 5 to 6 participants.
- Each groups will work as a startup,
- They identify their business idea.
- Each group will spend 10 minutes on creating their one page marketing plan for each phase ( before, During, after) and a total of 30 minutes for all three phases.
- The teams will present their marketing plan one by one.
- Explanation will be done by the Speaker.



# Target Market



- Targeting everyone is terrible idea
- The PVP index
- Focus on niche, big fish in small pond.
- How to go deep into minds of your prospects
- Target the pain.



# PVP Index

## **Weddings:**

Personal fulfillment = 5  
Value to the marketplace = 7  
Profits = 9  
Total score: 21

## **Photojournalism:**

Personal fulfillment = 9  
Value to the marketplace = 7  
Profits = 2  
Total score: 18

## **Corporate photography:**

Personal fulfillment = 3  
Value to the marketplace = 6  
Profits = 9  
Total score: 18

## **Family portraits:**

Personal fulfillment = 9  
Value to the marketplace = 8  
Profits = 9  
Total score: 26



# Message to Target Market

- 
- ▶ Stand out from the crowd.
  - ▶ Never compete on the price solely.
  - ▶ Craft a compelling offer
  - ▶ Examples of successful advertising headline from history.
  - ▶ Naming your product, service or result.



# Media Used

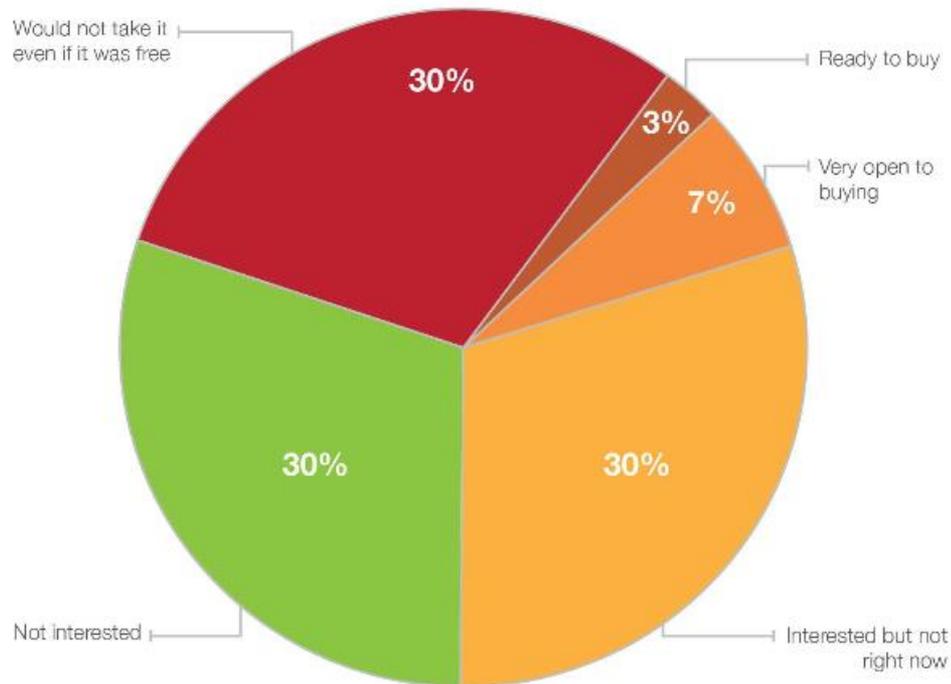
**“Half the money I spent on advertising is waste, The problem is I don’t know which half.”**

- ▶ Why getting your name out there is a looking strategy.
  - ▶ The lifetime value of the customer?
  - ▶ Protecting the business from single point of failure.
- 

# Lead Capture System

- ▶ Never sell directly from advertising.
- ▶ Transition from “Hunting” to “ Farming”.
- ▶ The Ethical Bribe

The Market For Your Product Or Service





# Lead Nurturing System

- The secret of greatest salesman.
  - Building marketing infrastructure.
  - Moving prospects into buying cycle.
- 



# Sales Conversion Strategy

- Positioning
  - Transitioning from Pest to a welcome guest.
  - How to remove roadblocks that are preventing people from buying you.
- 



# How to Deliver World Class Experience

- Building tribe of raving fans.
- Use technology.



# How to increase Customer Lifetime Value

- Ways to make money from existing customers..
  - The critical marketing matrices.
  - Polluted revenue and unequal dollar value.
  - Types of customers: The tribe, churners, Vampires and snow leopards.
- 



# How to orchestrate and Stimulate Referrals

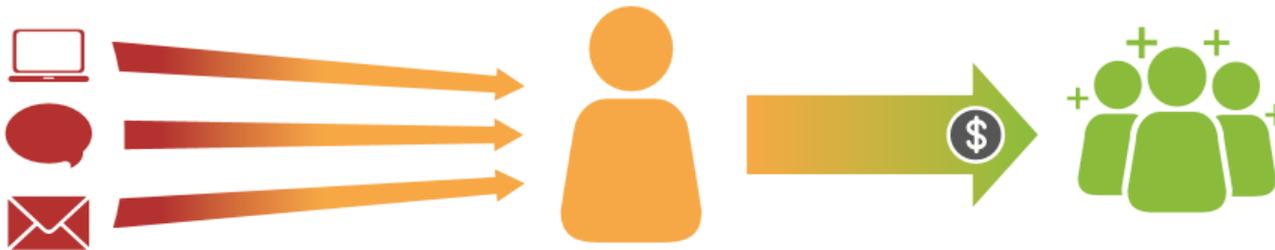
- Referrals.
  - Law of 250.
  - Branding.
- 

# Conclusion

**COLD PROSPECTS**

**CUSTOMERS**

**RAVING FANS**



**Capture Leads**

**Convert Sales**

**Upsell**



**Attract Interest**

**Nurture Leads**

**Deliver & Wow**

**Get Referrals**

(Market, Message, Media)

**Front End**

**Back End**

Your goal is to break even on customer acquisition costs

This is where the real money is made



**Thank You**