



# AGILE GURGAON 2016



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



# Start up Marketing: The One Page Agile Plan

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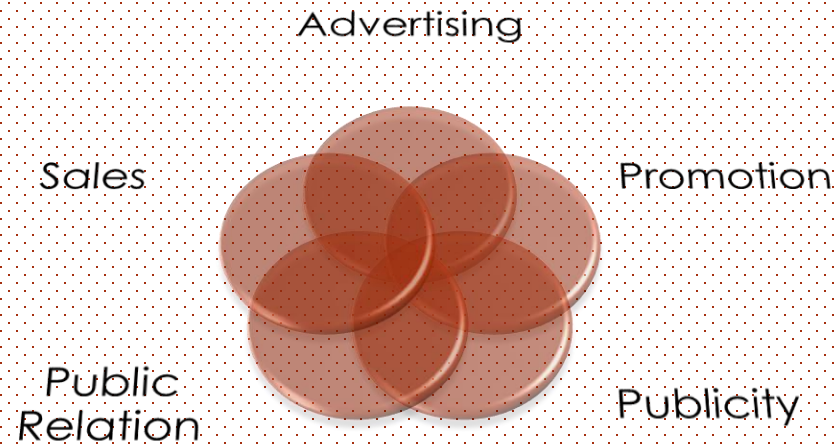
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# What is Marketing?

- 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”**



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# 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

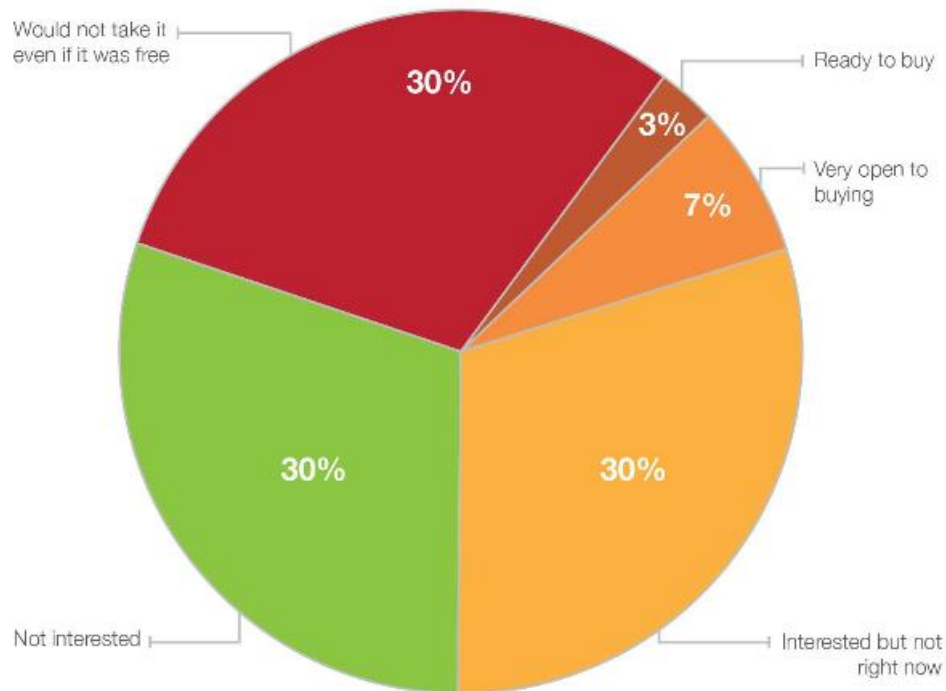
**“Half the money I spent on advertising is waste, The problem is I don’t know which half.”**

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