



WEN BOOTCAMP

Sales And Marketing



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CONCEPTS

- What are sales and marketing goals?
- What is digital marketing and its importance?
- What are the different channels of marketing?
- How to set up a good sales and marketing plan
- What are the goals of a marketing plan?
- Partnerships and its impact



By the end of the lesson you will be able to:

Create a go-to-market strategy and
identify strategic partnerships

Steps:

1. Create your Digital marketing strategy
2. Identify appropriate market channels
3. Identify partners for your venture






Intro to Marketing

It is very common among entrepreneurs to get stuck and obsessed with their ideas. Actually, this is one of the main reasons behind a startups failure. Entrepreneurs are always pictured as those inventors and idea creators, whose goal is to create solutions. So entrepreneurs usually focus on creating the products and forget a very important aspect - how they will distribute and sell those products?

In this week, you will learn about marketing and sales and how they play a significant role in determining your startups success. With the new marketing channels developed due to the increasing consumption of the internet, customer acquisition is more affordable and efficient than ever before.

To start with, you might find many people underestimating the power of marketing and sales. However, here are reasons why marketing and sales are very important for your startups success.

-  [The guide to sales and marketing](#)
-  [Why strong marketing and branding is important](#)
-  [Think different](#)





What is digital marketing and its importance?

As we mentioned it doesn't matter what industry you are working in, digital transformation has been taking place for the last 20 years and COVID-19 boosted this transformation aggressively. So you need to be aware of what digital marketing is, its importance and its impact on your startups success:



[What is digital marketing](#)



[Why digital marketing is important for small businesses](#)



[Distribution Channel Marketing Strategy](#)





What are the different channels of marketing?

Young entrepreneurs sometimes mistake marketing as social media marketing or tv ads only. In reality there are more than 40 different marketing channels; each one of them has a different use, target different audience groups and each is decided based on multiple variables.

It is essential for you as an early stage entrepreneur to decide which channels would be fitting your business the most and why you believe that those channels are the best. To do so you will need to learn all about the different channels, their uses and how to differentiate between them.



[The 41 ultimate types of marketing](#)



[How to select the proper marketing channel for your business](#)

Introduction to Sales

Many entrepreneurs do not know the difference between marketing and sales.

Marketing is a process of getting clients/users interested into buying your products through different communication channels. Sales are a set of activities that the business conducts to convert interested users into paying users. It also includes knocking doors and approaching customers directly to push them towards buying your products.

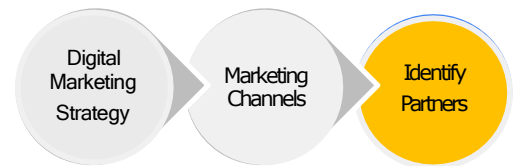
Here is an informative article to help you understand the difference between both:

[What's the difference between marketing & sales](#)



Keep in mind that sales & marketing though different, they are complementary and they come hand in hand to successfully close deals and generate revenue.

Partnerships



Partnerships is a form of creating an agreement with other businesses to improve a given side of your business. This could be for marketing purposes, increasing sales, logistical or other forms of partnerships.

Any partnership is built on the basis of mutual benefit. If you are partnering with any entity, they will always benefit from you in a given way. So, firstly you should explore the benefits of partnerships and acquire in-depth understanding of how they can help your business.



[Learn More](#)



Always remember that partnerships can give you more for less. Choose the right partners and they will make your business more efficient

Call to action

By the end of this Lesson, you need to make sure to Identify the different market channels you would use for your business and identify why you chose those channels.

Use handout on selecting your channels to complete this activity





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