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Principles of Marketing

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How Kickstarter Changed Modern Marketing

Kickstarter is the prime example of to market in today's economy. But what is Kickstarter? Kickstarter is a website developed in 2009 that's dedicated to showcasing and funding great, new ideas for independent creators, who don't have the financial backing to make their dreams a reality. If it sounds like fluff, it can be, but it can be really useful for smaller works. For instance, Kickstarter first started out only funding art projects, both performing, auditory, and visual. In fact, Perry Chen, the founder, stared the company because he wanted to have a certain DJ come to a Jazz Fest in New Orleans to play. Yet he did not have the money in order to pay these talented performers. Thus, Kickstarter was born. Now, it has become a hotbed for new startup companies with big ideas to release products. Pebble, the top smartwatch in the world currently, funded its first watch on Kickstarter in 2012, and just funded its third watch, the Pebble Time last month. Not only that, but many businesses are finding that they can earn much more money for their project by funding on Kickstarter instead of funding on their own. There are a few reasons for that. Kickstarter allows creators to fund unique projects by giving creators a platform for new users to find them, by allowing creators to be genuine in their marketing, and by giving users the opportunity to join in entrepreneurship.

First off, Kickstarter creates a platform for unique voices to be heard. How exactly does this work? Before Social Media came to be as popular as it is now, (or before 2004), websites

had to be explored with the still relatively new Google, or had to be looked up in directories like Yahoo provided. Before even then, AOL provided "keywords" to look up certain things that were advertised on TV or elsewhere. It was a disjointed experience, and it was difficult to find brand new websites unless you watched Bulletin Board Systems, (BBS), or found a favorite chat room to find content and discuss it with friends across the world. It was still better then before the internet, but it was not the massive power of social media today. Enter Facebook, Twitter, Google+, and more. It made the Wild West of the Internet look like a Corral by consolidating websites that everyone went to. The people's internet interests were combined together, and posted into a single news feed. People could discover the interests of not just their internet friends, but their close friends too. This is how Kickstarter created their platform. Kickstarter became successful due to a few projects. It's first successful Kickstarter, *New York Makes a Book*, raised $3,329 in 22 days. *New York Makes a Book's* project launched on the same day as Kickstarter, showing that Kickstarter was a viable platform for product launches. Another project, *Help Polyvinyl Save 10,000 Records From Destruction* raised $15,625, after only needing to raise $1,000. This project also launched in 2009, showing that Kickstarter had a great idea with their business. Kickstarter began to bring upon higher profile projects, and continued to fund them, whether it was art, design, technology, or even video games. Then came the Pebble Smartwatch which raised $10,266,845 in six days. Kickstarter proved that it had become a staple of the internet at this instant. By being successful at multiple projects, the team at Kickstarter began to gain not only the public's trust, but creators' as well. Because of this, creators posted more of their ideas to the website, and because of the trust of past projects, and for the wealth of new ideas posted, the public went to the site to fund different items. This leads to the basic lesson

to be learned from Kickstarter: Publish a product where the public will see it. Kickstarter is the place to fund new business ideas because a large percentage of the internet is using the site right now. Other marketing efforts are required to differentiate the product or service, however because people trust Kickstarter, and because it is a topic of conversation right now, it's the best place tot put a product on right now. However, having the most eyes on a product is not the only recipe for success. Talking about a product the right way makes a difference as well.

There is a revolution happening in marketing thanks to a younger generation that grew up with targeted advertisements. This market is looking for a genuine message from advertisements. Many people are creating new and interesting products, and passion is one of the traits that can make something or someone standout. Enter Kickstarter. Kickstarter not only gives creators a platform to reach the most people, but it also gives them a platform to talk about their project. Kickstarter created a charter in 2015 in order to explain what it will do for its creators. By doing so, Kickstarter made an example for the projects that launch on the platform. Therefore, products that launch on Kickstarter must be genuine about the excitement it gives the creators. It is easy for younger individuals in America to cut through much of the spectacle of advertising copy that used to work in the past. Leveraging a creator's spectacle as well as their genuine passion for a project can help a product go far. Now why does genuine passion go far now? Because many more people understand why creating something new can be so thrilling.

Entrepreneurship is popular now. Thanks to the wealth of technology around the world and its popular use in society, people who had no ability to start businesses in the world before have more then enough power to make a small business. A person could even be ambitious enough to scale it up to a large business, or turn it into a startup. It's a wide world now. Because

of the popularity, many people who may not have the time, energy, resources, or passion to start their own businesses quite yet. Luckily, Kickstarter is here to help with that too. Kickstarter is not just a marketplace. The ideas that people make in Kickstarter are all projects that have yet to funded, looking for funding. This can go well, or it can go poorly. Take for example a project called *Star Citizen*. It is easily one of the most funded video game ever funded on Kickstarter, raising over two million dollars, and continuing to take donations privately through its own website. However, even after being funded in 2013, two years later, development still continues, with no full demos expected until later on. However, projects can also go well, like the projects discussed before. Allowing the people to participate in this game of risk or reward can easily ignite a spirit of entrepreneurship inside of them. Entrepreneurship's core is taking risks in order to create a new product that might help someone. Kickstarter takes advantage of this feeling in much of the world today, and allows people to be excited about the possibility of this product existing. In addition, updates while the creator is making the project adds insight, behind the scenes tips for their own ideas, and allows the backer, (one who contributed money on Kickstarter to a project), to feel like they are part of the journey in the road to making the product or idea a reality.

Kickstarter is a popular place to market a product now thanks to its unifying nature as a major platform, its dedication to transparency and genuine passion, and the idea that backers could be risking their own money in order to create a better product for the world. Kickstarter will most likely fade in time, however it is important to note that businesses that want to take advantage of the market now will take heed of these trends that seem to be dominating now. As well, the future of the American and global market might take trends from what is happening

now and adapt. For instance, future generations of marketers might keep the genuine passion and transparency that Kickstarter has brought to the market, and it might become a goal for their own markets. Markets are ever changing, but Kickstarter is an exciting buck in the trend of online shopping and traditional shopping that the world will be better off for. Businesses can take advantage of it as well, as long as they are smart and resourceful.

"About." About - Kickstarter, Kickstarter, www.kickstarter.com/about?ref=global-footer.

"Facebook." Facebook, www.facebook.com/pg/facebook/about/.

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