

[← Back To Market analysis, marketing, and sales](#)

Marketing Page and Sales Experiments

Marketing

You should start by creating a Marketing page and trying out some experiments with how to get customers to try out your product or at least come to your website and sign up with an email address. Try to track your costs of customer acquisition carefully and figure out the best channels to reach your target market

As I mentioned on the videos, marketing starts with a thorough understanding of your customers and market segment as well as the type of market (new, growing, mature). First brainstorm several potential ways to reach your target customers. Ideally you can involve potential customers in your brainstorming. Then prioritize these marketing strategies into the cheapest and easiest ones to test out first.

Sales

If you have a consumer web product or if you have a physical product or are selling to other businesses your sales process may look very different. Nonetheless, there will be some type of sales funnel or process. If you're selling to a business, who are the key decision makers? What does their process look like for approving a sale? How long does it take?

You should let your interviews with customers inform your marketing message and channels. Please provide the answers to the questions that you will be evaluated on in the Description section of the Marketing Page. This includes how you narrowed down to the target market and what experiments that you did to learn more about marketing and the sales process, etc. Or the other option is to use an external URL for all of this information.

What should you do when you don't have the site launched or a prototype yet?

In such cases, you can still experiment with marketing or sales. You can be flexible with the metric of what counts as a sale. You might not be able to deliver a final product, but perhaps you can talk to potential customers in person and get them to sign a memorandum of understanding (basically a piece of paper/document that is not legally binding that says that if you create a product that does X then they would consider buying it at price Y). Or you can take registrations as "sales".

Or you can create a paper mockup of your site and sit with people as they "click" through it and see how many click on buy and why or why not?

Or you can co-brainstorm with your potential customer a product that they would like to buy.

Or you could go and talk with 5 potential customers, explain your potential product to them and understand what the sales/purchasing process would look like within their organization. Who has the purchasing power?

But most importantly, get a simple prototype built ASAP. <http://www.youtube.com/watch?v=GrV2SZuRPv0>

Here are a few examples:

Mark Pincus and Zynga: <http://ecorner.stanford.edu/authorMaterialInfo.html?mid=2313>

Here's an answer I wrote to a question about sales on Quora: http://www.quora.com/Entrepreneurship/I-have-an-idea-to-sell-advertising-in-for-example-1000-hair-salons-to-interested-companies-Problem-is-the-ads-will-be-a-bit-intrusive-so-I-know-some-hair-salons-will-not-accept-What-to-do-if-I-cant-get-enough-salons-after-I-sell-the-service/answer/Chuck-Eesley?_snids_=156765915%2C156692383%2C156575938%2C155942610&_nsrc_=2

Dominic Orr of Aruba Networks: <http://ecorner.stanford.edu/authorMaterialInfo.html?mid=1873>
<http://ecorner.stanford.edu/authorMaterialInfo.html?mid=1946>

FAQs:

1. Is the Marketing Page & Sales Expt assignment only to create a marketing page? What is a Sales Expt? The criteria and rubric says this aspect will be evaluated in the next assignment. So do we need to do anything about the Sales Expt this week?

I have updated the criteria and rubric to include how to evaluate the sales experimentation. Ideally a marketing page will drive potential customers/users towards your sales funnel/process. So in the course of experimenting around marketing and interviewing customers about how to market to them and defining the

Due by Sunday

May 3

at 8:00pm

This is a team assignment
Any team member may submit.

- ☒ Review Market analysis, marketing, and sales
- ☒ Read the assignment description
- ☐ Read the evaluation criteria and rubrics
- ☐ Work with your teammates by May 3rd
- ☐ Submit your assignment by May 3rd at 8:00pm

After May 3rd

- ☐ Evaluate 5 submissions after May 3rd at 8:00pm
- ☐ View received evaluations after May 10th
- ☐ Evaluate the contributions of your teammates by May 10th

target market, you should also try to pick up some information about what the sales process might look like. A sales experiment is simply anything that you might do to learn more information about what the sales process in the case of your business might be. It could simply be to try to make a sale and see what happens.

2. The submission page requires a video. Should that be an advertisement to draw people to sign up, or should it be a presentation to pitch to VC?

The video should not be a pitch to a VC. Right now we are still working on building up the component parts of a good pitch regardless of whether it is to a customer or to a VC. Your video should be about what you actually did to experiment with the marketing and the sales aspects of the business model. It could include an advertisement but it should not solely be an advertisement. We're more interested in the process you're going through...the search process for a target market, a marketing message and a sales process.

3. If the marketing page is mainly for people to sign up, how do people evaluate whether the marketing page has narrowed in on the appropriate target market as in criteria and rubrics asks for? What do we need to do to show that we have narrowed in on the appropriate target market?

To show you have narrowed in on the appropriate target market, you should show that you have first interviewed customers (you should have done some of this in part 1 of the course ideally), second that you created a market segmentation, and third that you evaluated which segment of the market you should target first and why.

4. What is the difference between Marketing Page and Opportunity Execution Project?

The Marketing page is one aspect of the Opportunity Execution Project. You're building up the component parts of your Opportunity Execution Project through each of the assignments leading up to it.

Overall, I've been trying to build the assignments to break up the steps in the process. Focusing on the marketing and sales aspects of the business model search together makes sense because the two should be linked together. I have broken this up into two assignments so that in the first step you do some experimentation and then in the second step (next assignment) you do some further analysis, maybe another round of experimentation even to see what works better and what you learned doesn't work so well regarding the marketing and sales aspects of the business model. Wherever possible you should try to gather some data to support your analysis.

Special Instructions

营销页面 描述

市场 你应该开始创作你的营销页面,并且做¹一些实验试试如何让你的客户去试用你的产品,或者至少是去的网页注册,留下他们的电子邮件地址。认真记录下你获得客户的成本,并且想明白你接触目标市场的最好的渠道。如同我在视频中讲到的,营销要建立在你对客户,市场细分以及市场类型(新型市场,成长型市场,成熟市场)充分了解的前提下。首先,头脑风暴那些可能接触到目标客户的方法。理想状况下,你可以在头脑风暴环节让²一些潜在用户加入。然后把把这些营销策略按照不同优先级排序,先去试最便宜的和最容易的。你应该仔细地跟踪这些营销活动,这样你以后就能算出客户获取成本。在每³一项活动上你要花多少钱去得到一个客户?或者如果他们暂时还没决定要买,你要花多少钱让他们留下电子邮件地址?然后你就可以开始看哪个类型的市场策略是最经济的。你可能在 Facebook 上试着做个活动,举行⁴一个抽奖,买⁵一些google关键字,等等。评分的标准主要是看你这些营销实验到底是不是全面,你又是怎么去量化它们的。你的团队实验了多少个营销活动?这些是怎么产生的?是基于那些可能对客户奏效的直觉?你的团队有没有计算获取客户的成本?如果有,有没有尝试其他的策略降低它?

动手做

- 1 创建或参与⁶一个团队
- 2 在7月22日前上交你的作业
- 3 阅读评判标准和依据
- 4 在7月28日前阅读你的作业反馈
- 5 评估你的团队成员的贡献
- 6 在7月22日以后浏览所有上交的作业

销售策略 描述


销售

如果你的产品是⁷一个基于网络消费者的产品,或者它是⁸一个实体产品,或者是⁹一个对公的业务,销售过程都是很不同的。然而,应该都有¹⁰一个销售漏斗或者¹¹一个过程。如果你是对公业务,谁是决策者?他们的这个购买过程是怎样的?需要多久?你能不能头脑风暴¹²一些可行的销售策略,然后把他们按照便宜程度和难易排序,从那些最便宜不用花钱的开始试(求助网络)你可以试着做¹³一些最初步的销售吗?什么策略是最好的?那些潜在客户在哪被卡住了?为什么?

你的分数取决于你的销售实验表现(如果对你的创业项目适用的话)你有没有列出¹⁴一系列

销售策略并跟踪看每□一项的后续反馈, 有没有从最便宜的开始? 你有没有实际卖出去你的产品? 你的团队从这些实验中到底学到了什么, 大家是不是都清楚? 有没有促使你重新考虑你的商业模式? 如果你不能卖出去东西, 你学到了什么你认为需要改变的? 从开始销售到做成□一单要多长时间?

动手做

- 1 创建或参与  一个团队
- 2 在7月28日前提交作业
- 3 阅读评判标准和依据
- 4 在7月29日零时59分到8月4日之间评估学生作业 5 在8月4日后阅览你的作业反馈
- 6 评估你的团队成员的贡献
- 7 在7月28日以后阅读所有上交作业

Get Started

Your team, [Layer Cake](#), has not submitted.