

Technology Entrepreneurship Part 2

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Due by Sunday

May 10

at 8:00pm

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Marketing Page and Sales Experiments Analysis

Marketing

How many different types of marketing campaigns did your team try? Were these generated based on insights into what might work from your customers? Did your team calculate your cost of user acquisition? If so, did you try some new tactics to lower it?

You want to carefully track these marketing campaigns so that you can later calculate your cost of user acquisition. How much did you have to spend on each marketing campaign to get a single customer to buy? Or if they can't buy yet, how much did you have to spend to get them to leave an email address? Then you can start to track which type of marketing strategies are the most cost effective? You might try a campaign on facebook, hold a raffle, buy some google adwords, etc.

The rubric for grading will be about how carefully you thought through your marketing experiments and quantified them. How many different types of marketing campaigns did your team try? Were these generated based on insights into what might work from your customers? Did your team calculate your cost of user acquisition? If so, did you try some new tactics to lower it?

Sales

Can you brainstorm several possible sales strategies and order them from cheapest and easiest to the most expensive. Start with the cheap or free ones (contacting your network). Can you try to make a few initial sales? Which strategies or tactics seem to work best? Where do potential customers get stuck and why?

Here you will be graded based on how well you experimented with the sales process (if applicable to your

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 10th
 - ☐ Submit your assignment by May 10th at 8:00pm
- After May 10th
- ☐ Evaluate 5 submissions after May 10th at 8:01pm
 - ☐ View received evaluations after May 17th

startup). Did you outline a few sales strategies and track how well each of them worked, starting with the lowest cost ones? Did you actually make any sales? How clear was it what your team learned from these experiments? Did it cause you to rethink any part of the business model? If you couldn't make a sale, what did you learn that you need to change? How long is the sales process for your startup from start to finish?

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☐ Evaluate the contributions of your teammates by May 17th

My Team's Submission

Submission Title

Untitled

Marketing and Sales Experiments Analysis and lessons learned

Include the analysis of your marketing and sales experiments here:

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Privacy Setting

Public On Web

This submission will be viewable to anyone on the web.

For this assignment, you may edit your work after submitting until the assignment deadline.

Save as Draft

Save & Submit

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