**The Benefits of Lean Marketing To Start Ups**

Consider being enrolled as a new player in a soccer team with many established stars who are exceptionally good in their respective positions. What will be your strategy in securing a position among the starting eleven? Would you focus on just a single position and gradually develop your skills to surpass your competitors? Or would you rather randomly try out different positions until you find one that you are outstandingly good in?

The second option definitely sounds more thoughtful as opposed to spending a lot of time developing skills for a single position that you are not even sure of securing. That is the same approach I’ve seen small businesses, especially startups, use to beat their competition as soon as they launch into the market. Instead of planning and strategizing on a single marketing campaign for weeks and possibly months, startups use small, quick random campaigns to reach out to their prospects.

This approach, popularly known as growth hacking or lean marketing, has proven to be much more effective than the old marketing methods. Here are reasons why:

**It’s Cheap and Convenient**

Of course you’d be kidding yourself thinking that your marketing budget can match up to what established large corporations have. As a simple web startup, your best strategy would be maximizing on your small budget…and that’s exactly what lean marketing does for you! Random, simple and fast marketing tactics are way cheaper and convenient than a complicated campaign which would definitely take a large chunk of your capital.

**Gauges the Market**

Relying on speed over stealth gives you the tactical advantage of effectively analyzing the market. Through growth hacking, you’ll be able to tell what the market responds to and the ineffective approaches. The old marketing method on the other hand, only allows you to gauge the market after your campaign has already been rolled out. By then, you’ll not have the resources and time to readjust the marketing according to the market response.

**It’s Fast**

Planning to make a grand entry it tedious, tiring and time consuming. It’s even more disappointing when it doesn’t eventually turn out as you’d hoped. That’s why you should think less about ‘grand’ web marketing tactics which would take you months of planning. Lean marketing allows you to roll out your products/services to the market fast and conveniently without a lot of prior planning. You’ll be able to get ahead of your competitors before they even realize what has just hit them!

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