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Founder-Led Marketing: Strategies For 100x Growth

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Founder-led Marketing

Wealth = n^{CATT}

CATT is about...

- ▶ Creating content
- ▶ Grabbing the target audience's attention
- ▶ Developing trust
- ▶ Converting trust > lander > leads into transactions

Co Schedule found, marketers who set goals are 376% more likely to succeed.

According to Credo, avg. hourly rate for the marketing consultants is \$140.

Why Founder-led Marketing?

- ▶ Low Investment capacity
- ▶ Know the product features better

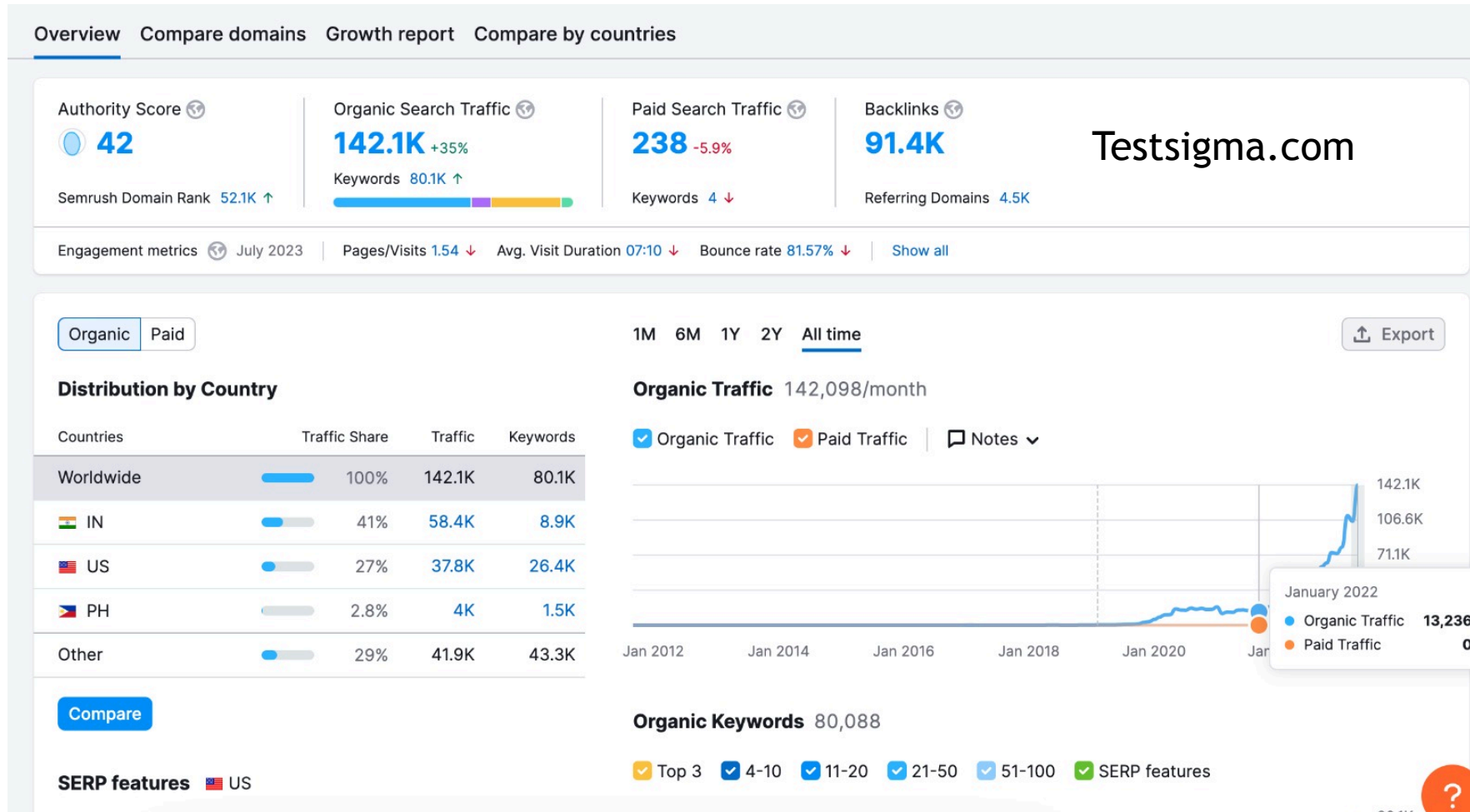
Starting From Go to Market Strategy

- ▶ Who your target audience is?
- ▶ What product you offer & how it solves problems differently?
- ▶ How you will connect those two aspects - Channel & Marketing strategy

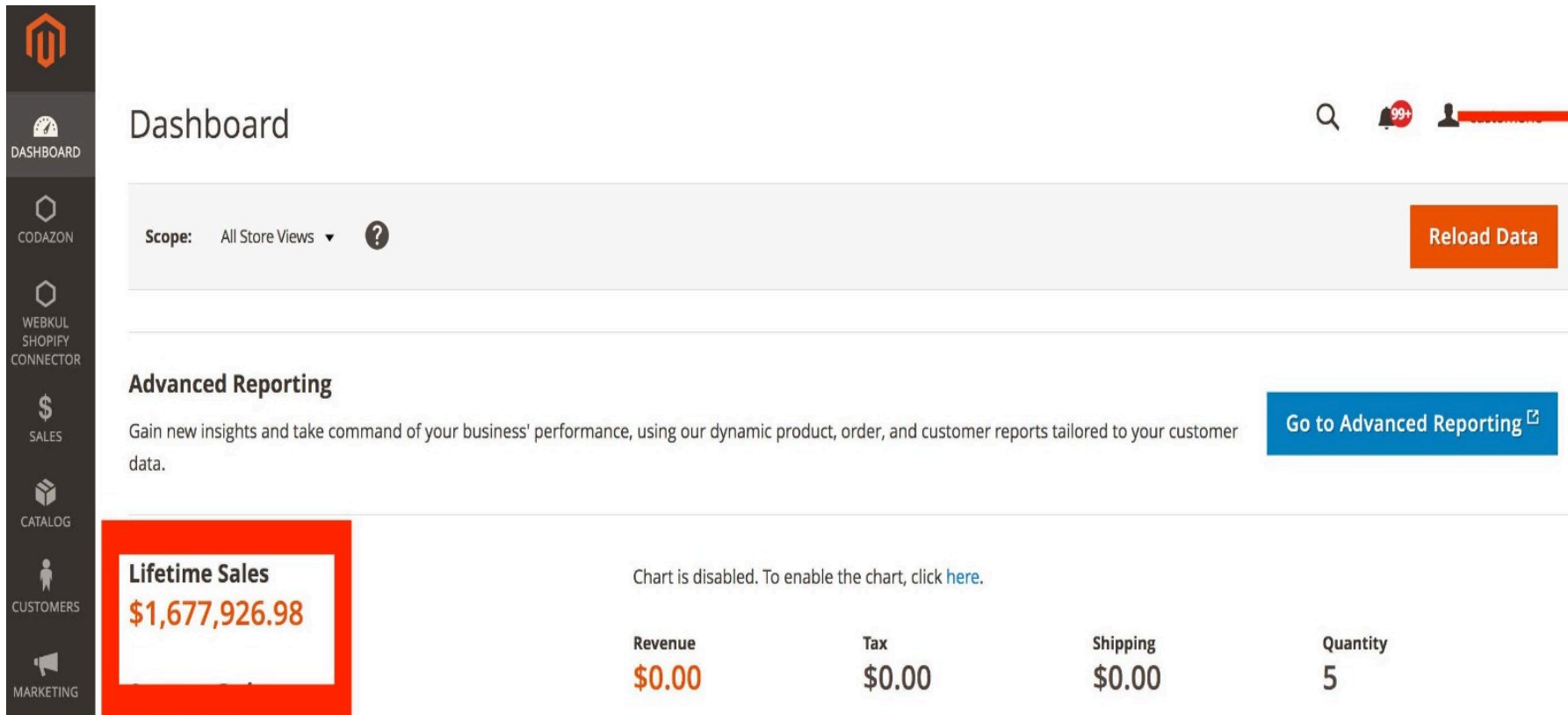
Content The Powerful Key Fuelling Your Success...

- ▶ 61% US Customers bought something after reading blogs.
- ▶ Zapier Grew sign up through writing.
- ▶ SEO (content optimisation>traffic) Converts At A Higher Level.
- ▶ Content Can Help To Improve User Retention.
- ▶ Content is the Best marketing strategy for bootstrap startup/company.

Case Study



Case Study



E-commerce website (NDA, didn't mention the name)

Write, Write & Write... : With KLT formula

- ▶ Write Every contents around you niche
- ▶ Interviews industry leaders, influencer.
- ▶ Write Vs content , compare your one with others
- ▶ Error, problem & solving idea of other competitors
- ▶ Explainers/Deep Dive Posts, Round-Up Posts
- ▶ “Alternatives to” & Review Posts
- ▶ Templates and Resource Posts
- ▶ Creating Skyscraper Content - Create better content
- ▶ Content clustering with hub pages

Must Focus on...

Know your customer pain point > coming up with content ideas > Find KWs

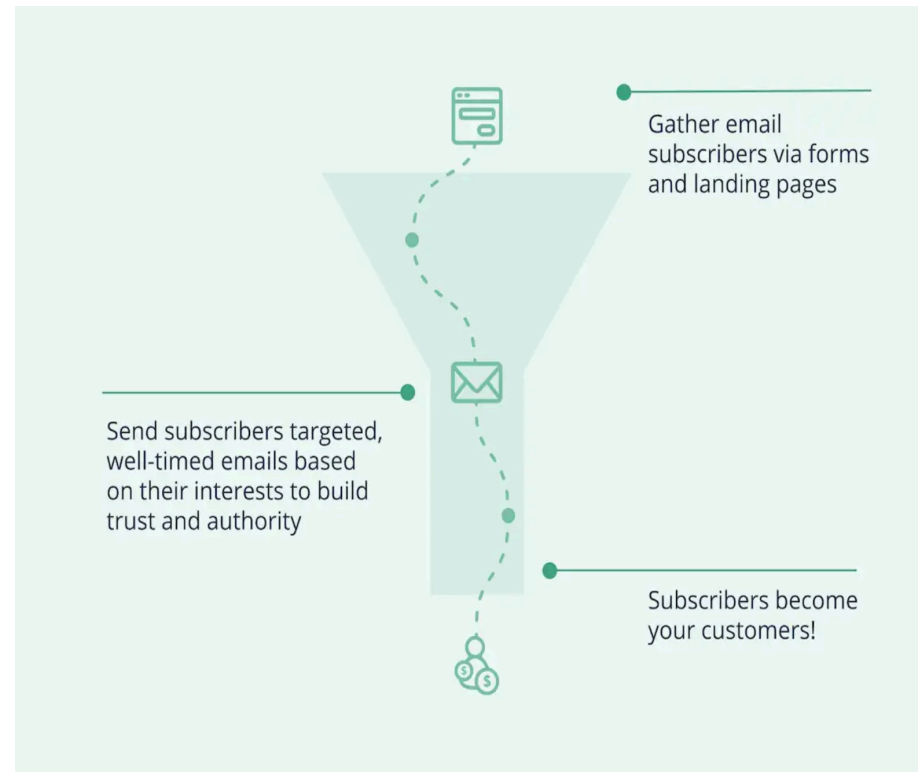
Not the traditional Methods

Off site Approach

- ▶ Ask for reviews
- ▶ Wet clay technique
- ▶ Backdated content edit
- ▶ Writing as guest author
- ▶ Content Repurposing
- ▶ Serve the hungers

Email List Building - Personalised & Start Converting

- ▶ High chances - converting visitors into Subscriber > Lead > Sales - [Customer Journey]
- ▶ Email is a more personal communication channel.
- ▶ Email marketing efforts are focused on the **right people** at the **right time**.
- ▶ Direct Marketing Association Says, Every 1\$ Spent = Avg. return \$ 38 ROI in EM



So Need an Email Marketing funnel, right?

Generating leads

- ▶ Opt-in forms in blog post
- ▶ Hub pages strategy
- ▶ Skyscraper Content
- ▶ Freebies (Template, E-books)
- ▶ Event promotion, give away, content
- ▶ Infographic with repurposing
- ▶ Offer led Landing pages

Nurture subscribers

- ▶ Custom communications based on their preferences (Warming up)
- ▶ Case studies, custom success stories, and user-generated content
- ▶ More free resources like webinars or blogs

Convert leads into customers

- ▶ Retargeting
- ▶ Time-sensitive offers
- ▶ Onboarding

Repeat funnel: retain customers

- ▶ Understanding their need, design what best for them
- ▶ Custom offer for switching customers

So, fine tune your email marketing automation software & start...

- ▶ Schedule
- ▶ Copy
- ▶ Timing
- ▶ Analytics

Influencer Marketing - 10x your Growth

The Social Shepherd says, 93% Marketer implemented Influencer Marketing

Influencermarketinghub reports: 22 Billion Market Seize.

So, influencer Marketing is great strategy to start..

- ▶ More Follow Low Engagement
- ▶ Small But Mighty...

Markerly says, 8.8% has the influence rather than big shot.

Experticity reports: 22.2x More lead generate though micro influencer.

Low Budget is the issue, Yes. I know.

Use influencer's Branding creatively, How?

- ▶ Asking for YouTube Reviews
- ▶ Interview Content + Pushing with social media
- ▶ Expert Round up opinion + Push
- ▶ Event > Give away with influencer + PR
- ▶ Direct offering with one time or rev. sharing model
- ▶ Offer for joint social launching (video Interview, podcast, micro online tools)
- ▶ Story telling post (paid) in his blog/social media.
- ▶ If Industry Expert Ask for validate the working process , then publish blog.
- ▶ Building something more viral than the products/service you offer.
- ▶ Ask them to be beta tester & ask review on launching platform.

Integration Partnership - Low Inv High Return

Only 28% Software that integrate with other tools.

Example Hub staff, getting 5-10% customers through their partnership.

Why?

- ▶ More growth potential.
- ▶ Boost your product /service offering
- ▶ Scale your business faster.
- ▶ Stand out from the crowd.
- ▶ Deepen your industry relationships.

How?

- ▶ Being listed on their partner list
- ▶ Creating co- marketing packages
- ▶ Continuing the relationship


Process ?

- ▶ Finding the Potential integration partner
- ▶ Negotiation how we'll be collaborating
- ▶ Agreement (win-win situation creating)
- ▶ Engineering (Integration with other technical stuffs)
- ▶ Mutual respect and a lot of care

Launches on Product Hunt Alternatives

Launch your products to alternative launching platform including product directories.

280+ Websites to Submit Your Start...

Sign up 

280+ Websites to Submit Your Startup

FINAL LIST

Views | 280+ Directories, Communitie... | Hide fields | Filter | Group | Sort |

Find a view

280+ Directories, Communitie...
This list has been created by the Rocke...

	Name	URL	Link	Type	Topic (Majestic)	Instant?	Free?	Difficulty
1	Created by Roman Vasilenko	https://romanvasilenko.co/	Open URL					
2	10words	http://10words.io	Open URL	Newsletter	Health		✓	Low
3	9sites	http://9sites.net/addurl.php	Open URL	Directory	Business / Consumer Goods and Services	✓	✓	Low
4	Postscapes	http://about.postscapes.c...	Open URL	Directory	Health / Addictions	✓	✓	Low
5	Startup Grind	http://about.startupgrind...	Open URL	Community	Shopping / Children		✓	Hard
6	ActiveSearchResults	http://activesearchresults...	Open URL	Directory	Computers / Internet / Searching	✓	✓	Low
7	Addictive Tips	http://addictivetips.com/ti...	Open URL	Media	Computers / Software / Internet		✓	Medium
8	Add URL	http://addurl.nu/suggest-1...	Open URL	Directory	Regional / Europe	✓	✓	Low
9	All My Faves	http://allmyfaves.com/	Open URL	Directory	Arts / Performing Arts	✓	✓	Low
10	All Startups Info	http://allstartups.info/Star...	Open URL	Directory	Health	✓	✓	Low
11	AllTop	http://alltop.com/	Open URL	Directory	Arts / Illustration	✓	✓	Low
12	All Top Startups	http://alltopstartups.com/...	Open URL	Media	Computers / Software / Business			Medium
13	Alpha Digits	http://alphadigits.com/	Open URL	App Reviews	Society / Religion and Spirituality		✓	Low
14	Alternative.me	http://alternative.me/how...	Open URL	Directory	Society / Politics	✓	✓	Low
15	AlternativeTo	http://alternativeto.net/	Open URL	Directory	Computers / Internet / Searching	✓	✓	Low
16	American Inno	http://americaninno.com/...	Open URL	Directory	Business / Financial Services		✓	Low
17	Amfihi	http://amfihi.com/	Open URL	Directory	Computers / Internet / Searching	✓	✓	Low

287 records

Credit - Asif Mo

- ✓ Connect expert
- ✓ Launch Product
- ✓ Special Offer
- ✓ Being trendy

Build In Public (BIP Strategy)

Building a company or product - Behind the scenes: how you do it!

Traditionally Founders stay in stealth mode for many months so as to avoid “getting their ideas stolen”. But Things changed a lot...

Why BIP ?

- ☐ Getting Early Stage adopter & feedback
- ☐ Gets more people on board
- ☐ Making Trust a Priority
- ☐ If, Looking for investors.



Phúc Lê

May 19, 2022 · 🌐

Update thêm về Larseo:

- Backlinks/Referring Domains overtime
- New/Lost Backlinks/Referring Domains

Case Study





Phúc Lê

June 3, 2022 · 🌐



Woo hoo!!! 83 people signed up for [#larseo](#) beta testing. This means a lot to me. Will try my best to get the MVP ready asap.

[#buildinpublic](#) [#buildinginpublic](#)

LARSEO

Subscribers

Add subscriber



All 102

Unconfirmed 19

Subscribed 83

Unsubscribed 0

Filter subscribers...



EMAIL

TAGS

SUBSCRIBED AT

[REDACTED]		2022-06-03 11:41	⋮
[REDACTED]		2022-06-03 10:58	⋮
[REDACTED]		2022-06-03 10:11	⋮
[REDACTED]		2022-06-03 09:44	⋮
[REDACTED]		2022-06-03 09:44	⋮
[REDACTED]		2022-06-03 09:32	⋮
[REDACTED]		2022-06-03 09:28	⋮

👍❤️ 47

19 comments

👍 Like

💬 Comment

➦ Share



Phúc Lê

December 29, 2022 · 🌐

Now you can import keywords to Larseo by uploading a file. With this new feature, you can use Search Volume data from external sources like Ahrefs or SEMRush to analyze or cluster keywords (see the below video for the instruction)

Import Type *

File

keywords-import.csv
112 bytes

Keyword Column *

keyword

Volume Column

Do not import search volume
keyword
search volume
Import

Analyze Keywords

Other Actions

Selected Volume: 390 2 of 251 selected

Keyword

Cluster Keywords

Check Search Intent

Get AllinTitle Count

Export

Copy to Clipboard

Import Keywords

Add to Keyword List

Remove Keywords

Cluster	Total Volume	Cluster Size	Keyword	Volume	EPC
			coffee maker one cup	6000	0.37
			one cup coffee maker	0.57	
			coffee maker 5 cups	0.26	
			coffee maker 20 cup	0.73	
			coffee maker 20 cups	0.87	
			1 cup coffee maker	0.82	
			10 cup coffee maker	0.82	
			coffee maker 12 cup	0.82	
			coffee maker 10 cup	0.79	
			coffee maker 18 cup	0.63	
			12 cup coffee maker	0.48	
			2 cup coffee maker	0.11	
			coffee maker 3 cup	0.48	
			coffee maker 14 cup	0	
			coffee maker 5 cup	0.45	
			coffee maker 4.5 cups	0	
			coffee maker 4 cup	0.5	
			coffee maker 40 cup	0.81	
			coffee maker 6.6 cup	0	
			coffee espresso maker 4 cup	0	
			coffee maker 2-4 cups	0	
			4 cup coffee maker	0.5	
			4 cup coffee maker cascade	0	



Phúc Lê

2h · 🌐



Minor improvement for today.

Discover Keywords



Seed Keyword

Seed Keyword

Exclude Words

[country]

walmart

costco

2022

Larseo will exclude keywords that contain any words you put here. You can also use a [Negative filter](#) to predefine the repeatedly used words.

Used Seed Keywords

tesla model 3

Cancel

Discover

[larseo.app](#)



Phúc Lê ▶ Larseo - SEO Tools for Everyone

2h · 🌐

When discovering keywords, you can exclude some words. Larseo won't add keywords that contain those words to your report. That can help you save time on filteri... [See more](#)



You and 1 other

Content Types

- ▶ SS/Video of work-in-progress
- ▶ products or features
- ▶ Bug Fixes, UI/UX design share
- ▶ Onboarding Suggestion
- ▶ New feature launches
- ▶ Obstacle & Overcome
- ▶ Past features update
- ▶ Onboarding, pricing Suggestion
- ▶ Quotes, feedback from tester

Not limited to...

More Examples (Find them on Twitter/X)

- ▶ @Damengchen - Testimonial.to
- ▶ @Jameslvings - Leavemealone.com
- ▶ @Gvrizzo - getcssscan.com
- ▶ @alisalahio - instatus.io

How ?

- ❑ Channel Market-Fit
- ❑ Updating about your product journey
- ❑ Consistency is key.

Am I missing something...

- ▶ Regular Story-telling on social Media
- ▶ CX mapping for Customer led-growth approach

Read the Book - Forget the Funnel by Georgiana Laudi & Claire Suellentrop

- ▶ Creating Explainer videos

This videos are most popular video type created with 73% of brands

- ▶ Reverse Engineering Competitors marketing Funnel
- ▶ Find Affiliate marketing scope.

40% of US brands believe that affiliate marketing is the top sales channel

- ▶ White Labelling, Different Collaboration.
- ▶ Mastering (at least) one marketing channel.

Jajwakallah Khairan for listening.

Let's connect...

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