

# Digital Marketing for Product Start Ups

# About Stephen George

- Over 20 Years of experience in digital marketing across B2B, B2C & Tech Startups
- Currently serving as Director of Content & Digital at McFadyen Digital
- Author of Books & Industry Leading Whitepapers



**MARKETPLACE BEST PRACTICES**  
A new book about transforming commerce in the platform economy with the online marketplace model



# What we will cover in this session

- Why Do Products Fail
- How Do you not Fail
- Agile Marketing
- Agile vs Conventional Marketing
- Introduction to Growth Marketing
- Growth Marketing Skills
- Growth Marketing Tactics
- Temperament for Growth Marketing
- How do you go about it
- Digital Marketing Tactics



**Percentage of products launches that fail range from anywhere between **75-90%**.**

- Your product attempted to fill a need that did not exist yet or
- You failed to educate the market on the need for an innovative product.
- Poor reading of market and consumer trends.
- Product price could be a factor, or it could be a matter of bad timing,
- Competitor coming to market at the same time with a better product

## So How Do You Not Fail

use an iterative launch framework that helps to define and refine what works for your company and your audience, and builds a predictable, repeatable process as you go

# Let's Define Agile Marketing

Agile in marketing doesn't differ much from its use in software development. It encompasses the process of designing, developing, deploying, and testing creative campaigns continuously.

## Agile Marketing Roadmap Basic Steps



# Agile Vs Conventional Marketing

## CONVENTIONAL MARKETING



## AGILE MARKETING



# While Agile Marketing is Great IT IS NOT

- Not exactly like a Agile Software Development
- An excuse not to Plan
- Not meant to sacrifice planning & stability for the sake of speed
- A way to force teams to accept changes constantly



# What is Growth Marketing

Growth marketing is about (you guessed it!) growth. Specifically, growing whatever a business deems the key metrics in its funnel. That might mean click-through rate, monthly active users or revenue — growth marketers don't confine themselves to top-of-funnel metrics.

**Growth Marketing**



**Traditional Marketing**

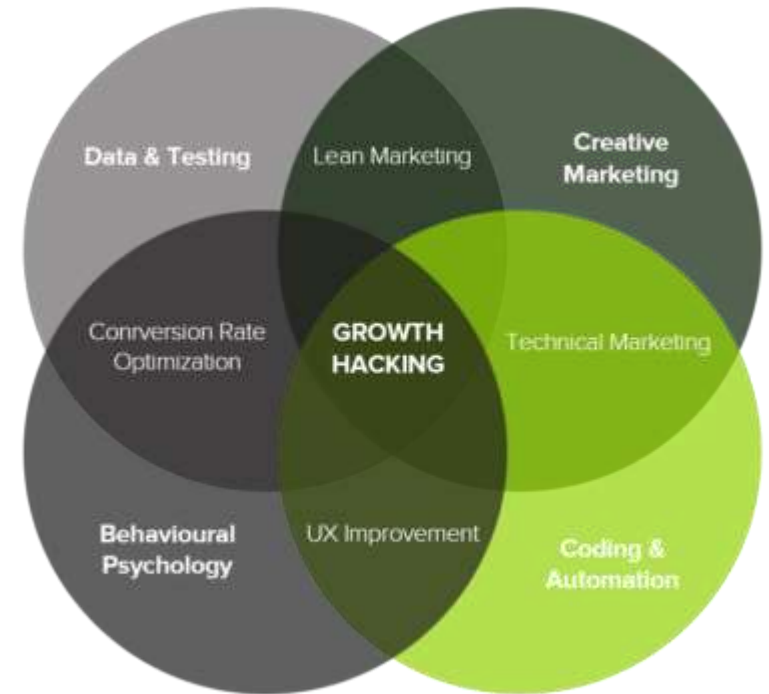


# Who is Growth Marketer

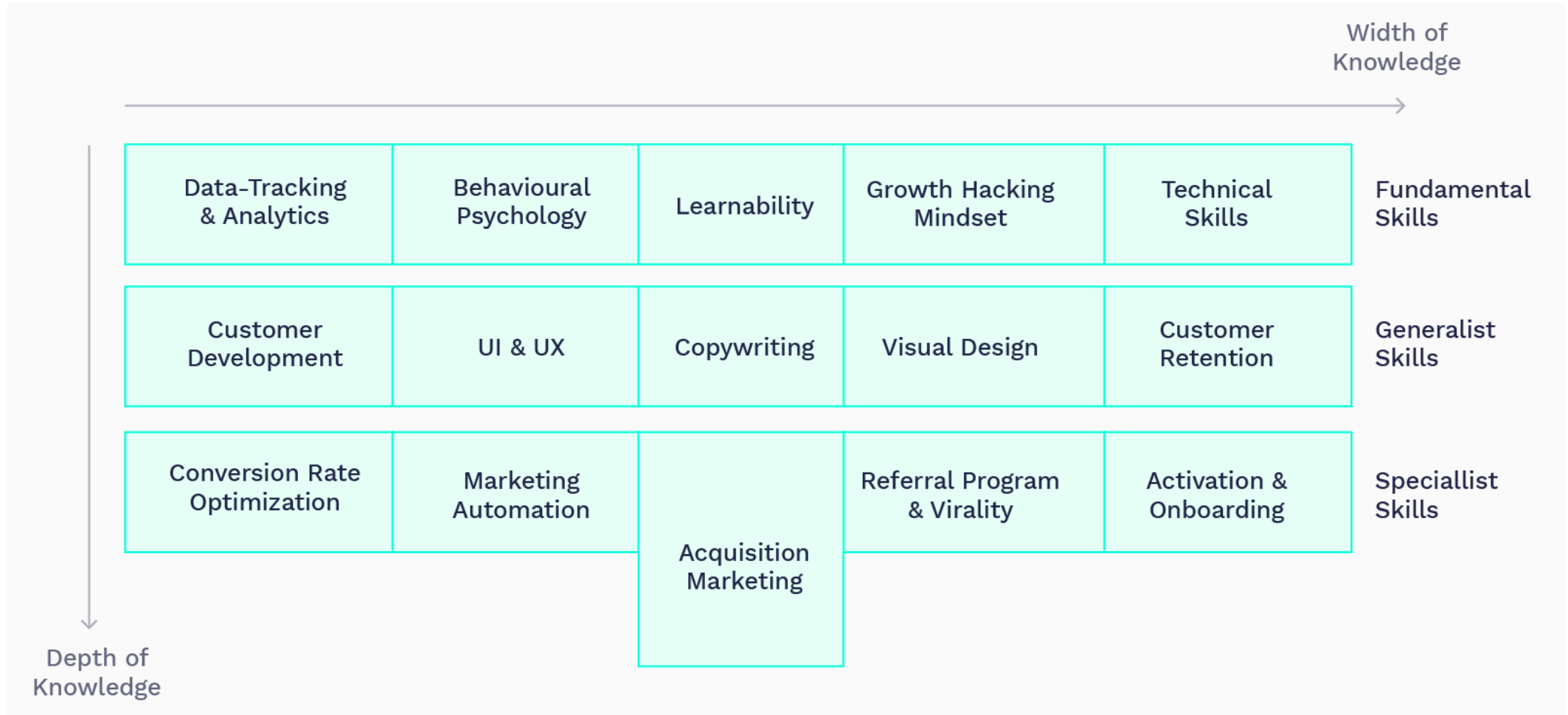
Similar to “marketing managers” of the past, growth marketers know enough about paid search, paid social, CRO, user experience, email marketing, content marketing, and SEO.

They’re more focused on strategy than execution, though; you will likely need someone more specialized to 10x the plans a growth marketer puts in place.

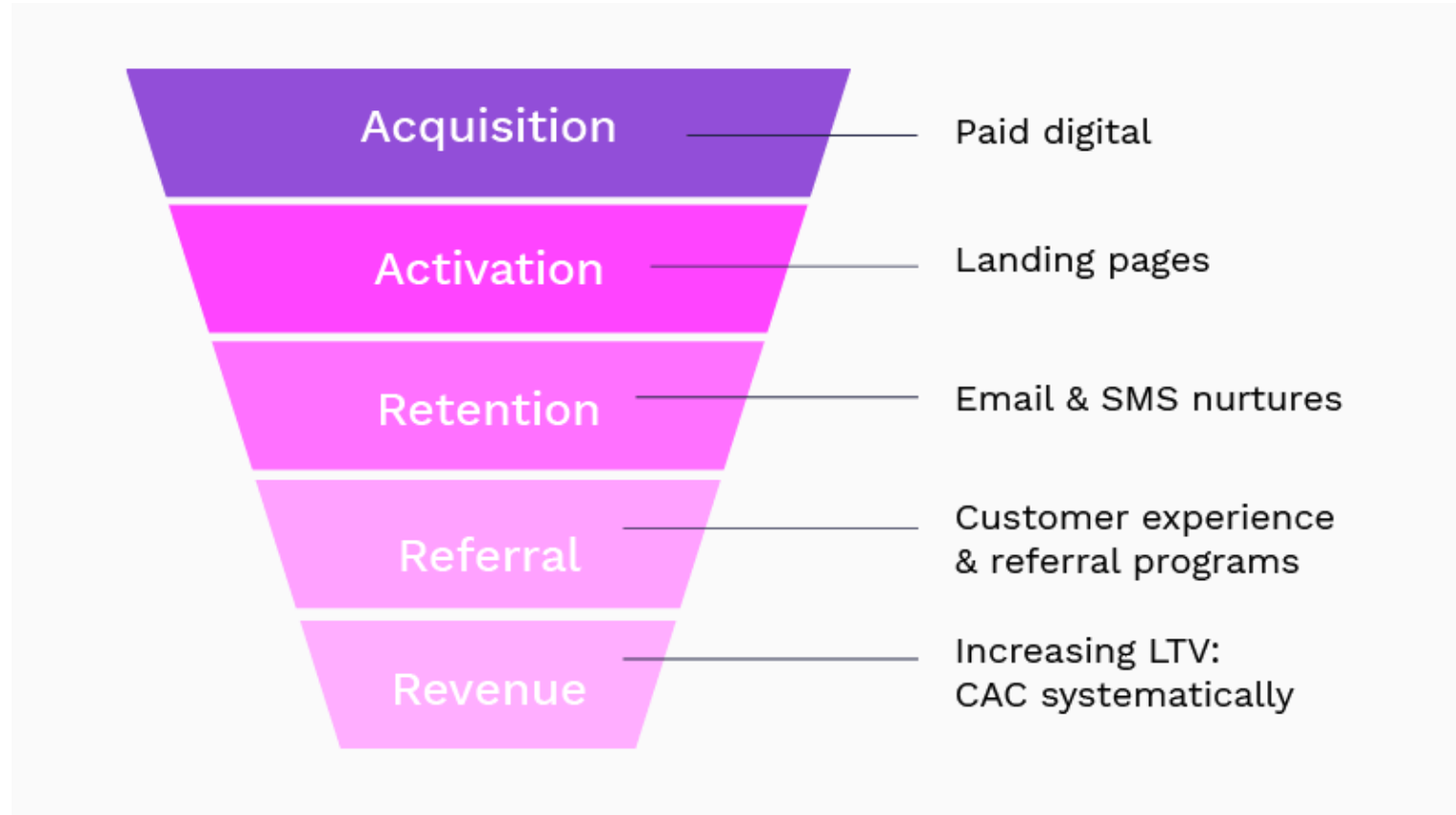
ALSO CALLED Growth marketing managers/ Demand generation marketers/ Performance marketers/ Digital marketing managers



# Growth Marketing Skills 2021



# Growth Marketing Tactics - Funnel Optimization



# Temperament for Growth Marketing

Opinionated about creative.

Data Driven


Open to any channel

Customer Obsessed

Engineer at heart

Impatient

Innovative

- 
- CAC
  - LTV
  - Conversion rate
  - ROAS (return on ad spend)
  - Subscribe and unsubscribe rates
  - Content performance measurements like engagement and reach
  - Email and SMS open rates and click rates
  - Customer retention rates and churn

# How to you go about it

Better Product – Is a GIVEN

Have a Strong Positioning and Messaging Framework

Define Launch Goals

Create Initial Target Audience


Map Your Customer Journey

Aim for High Quality Customer Experience

Focus on Your Ideal Customer

Evaluate Your Measurement Criteria

Measure & Keep Optimizing

- 
- **Positioning:** Clear establish or modify the consumer's perception of your brand.
  - **Awareness:** Increase the market's awareness of your business and create a buzz around your brand.
  - **Prospects:** Introduce the product to a specific number of potential users within a set period from launch.
  - **Differentiation:** Set your new product apart from previous incarnations or competitors' versions.
  - **Usage:** Increase the number of individuals or businesses using your product on a regular basis, incorporating it as part of their organisation, or placing additional orders based on initial product satisfaction.

# Digital Marketing Tactics

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Marketing
- Webinar Production
- Content Marketing (Blogging & Article Writing)
- Downloadable Content Offerings (eBooks, Whitepapers, Webinars)
- Email Marketing
- Social Media Marketing
- Video Production
- Website Design A/B Testing
- Link Building/Earning
- Marketing Automation
- Lead Nurturing
- Public Relations (PR)