

GoTo Market Strategies for Entrepreneurs

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Startups

Problem, Need, and Market

Problem statement

1. Problem statement is “Job-to-be-done”
 - The job-to-be-done is the starting point for defining a customer need because it is independent of any solution. For example, no one needs a microwave (a product/solution) but they do need to prepare food (the job-to-be-done).
2. The VC or investor will invest only if “The startup is addressing a real world problem”
3. *“PITCH THE PROBLEM, NOT THE SOLUTION. –Dave McClure*
 - *Tell me the problem FIRST, not the SOLUTION. the reason is, I may not be able to understand what your solution does...”*
4. Emotionally connect to the problem but don't limit to your own point of view.

Talk about the problem not the solution



PROBLEM SOLVING

Have you got a problem?
Do what you can where you are with what you've got. (Theodore Roosevelt)

Need

- If you define a customer need as a metric the job executor uses to measure if s/he can get the job done quickly, predictably and successfully (what we call an outcome), then you can know all the customer needs in a market.
- By clearly explaining to the VC the problem the startup is solving, the VC would understand why there is a need for a startup like yours.

Market

- Two basic markets are: Consumers and Businesses
- Define your market narrowly – create a niche
- Practicing Nichecraft has following 7 steps;
 1. Make a wish list – with whom you want to do business?
 2. Focus – clarify what you want sell – can't be all things to all people
 3. Describe the customer's worldview - look at the world from your prospective customers' perspective

Market continued

4. Synthesize – your niche takes form

- It conforms to your long term vision
- Your customers want it
- It's carefully planned
- It's one-of-a-kind, the “only game in town”
- It evolves, ensuring long-term success.

5. Evaluate your product or service against criteria in step 4.

6. Test – once you have match between niche and product, test-market it.

7. Go for it - implement your idea – entering the market will be a calculated risk, not just a gamble.

B2C – GO TO MARKET

How do you get users?

Hi, I'm Jon

SkiReport.com, Founder

Acquired by Vail Resorts



FantasyBook, Founder

Acquired by Citizen Sports

fantasybook, inc.

Citizen Sports, Lead Product

Acquired by Yahoo!



InfoScout, Co-Founder/CTO

... cranking away



The Cold Start Problem

- Great idea at scale!... but how do you get there?
- Success of your business largely dependent on your ability to get from 0 => 20 mph

Many plays are particular susceptible to the cold start...

Market Place Play



Social Play



UGC Play



Optimize conversion funnel

- Before diving in and dropping \$, **nail your message** and optimize your conversion funnel on small number of users



*Users like big keyos
to detect a fan pool*

~~\$\$\$~~ %

Optimizely

- Incredibly easy tool to get started A/B testing



Measure, measure, measure

- Tools to help:
 - **Optimizely**: A/B Testing
 - **Google Analytics**: Web/mobile analytics
 - **KissMetrics**: Event analytics, web & server-side
 - **MixPanel**: Mobile & funnel analytics
 - **Unbounce**: Landing page generator
 - **DucksBoard**: All analytics in one place
- ... many, many, more

NOW YOU'RE SETUP TO MEASURE

How do you find users??

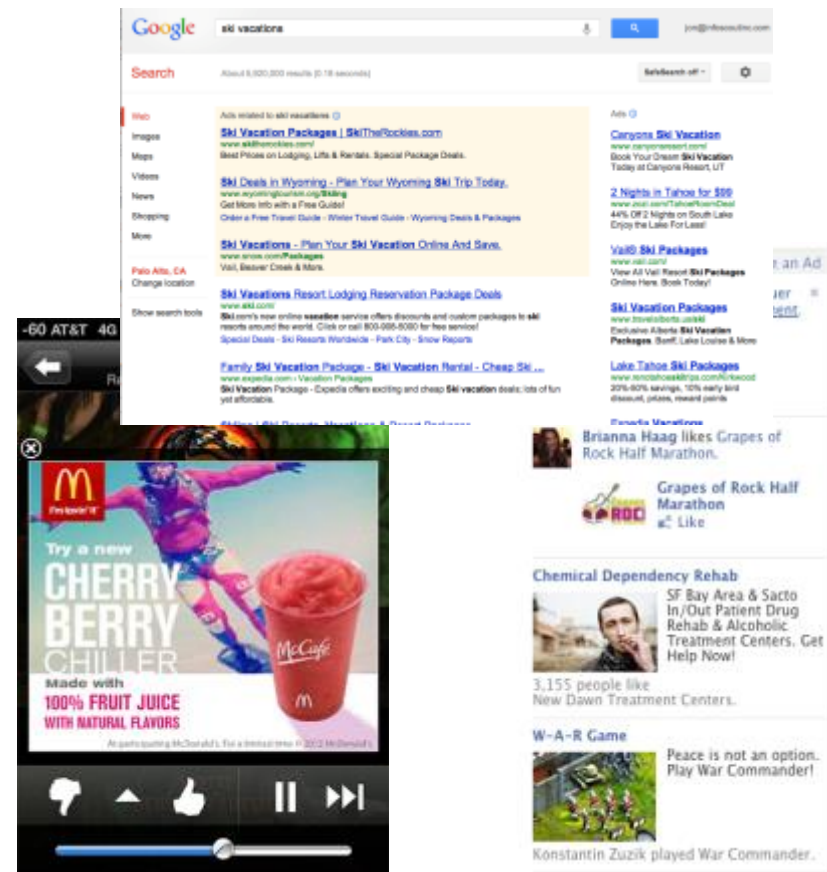
DISPLAY LUMAscape



Paid Acquisition

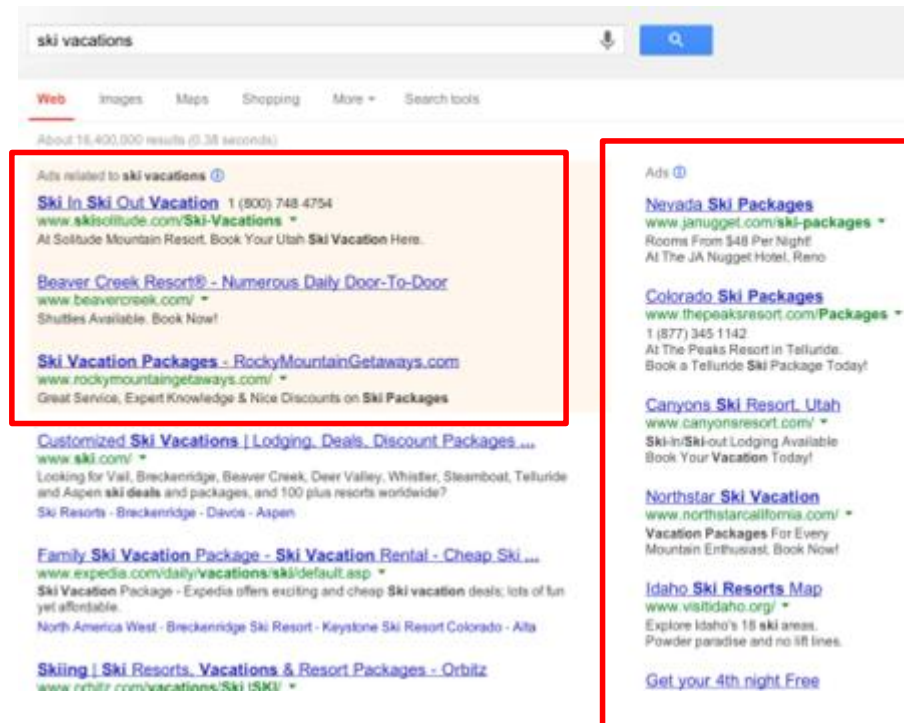
Search (SEM), Facebook, Display Ads, Mobile Ad Networks

- Lifetime Value of User (LTV)
 - Is your LTV > cost-per-user?
- Which method to use?
 - Search
 - Display
 - Incentivized (i.e. CPI)
 - Retargeting
 - Many, many, more



Paid Acquisition: Search

- Head search phrases expensive, be creative with the tail
- Relevance is key
 - i.e. AdWords Quality Score: ad content matching landing page
- Careful with ‘broad match’
- Maximize “Negative Keywords”
- Use ‘Keyword Planner’ to gauge search volume



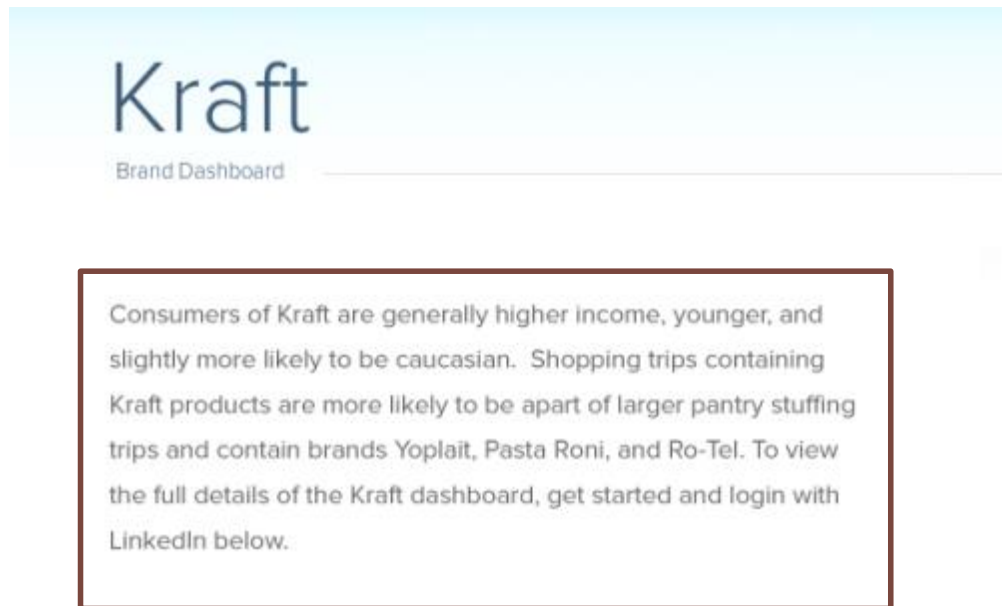
Paid Acquisition: Display

- **Deeply target** creative to audience & landing page
- **Be creative:** Leverage your data, current events, etc.
- **Avoid ad fatigue:** Keep the ads dynamic
 - FB ad CTR declines by 50% on avg two days after released



Organic: SEO

- High quality **inbound links** and **content** is king
- Difficult early on, attack the tail of search queries



Example: Custom high quality content

The image shows a screenshot of a web browser displaying a ski report for Arapahoe Basin, CO. The report is titled 'Arapahoe Basin, CO' and lists the following information:

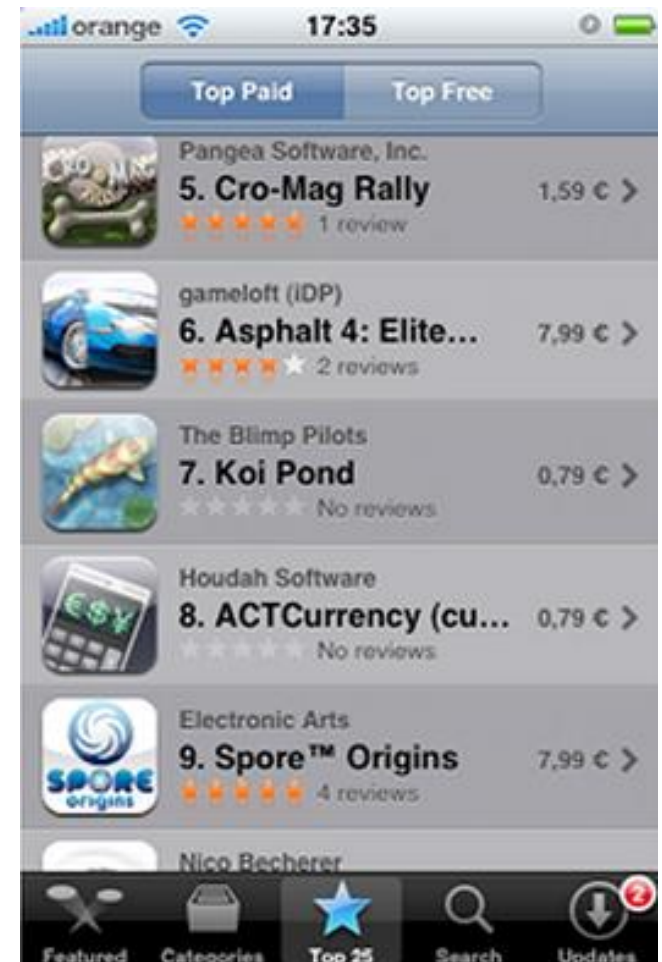
Base.....	65"
24 Hour.....	6"
Surface.....	P/PP
Lifts.....	5/6
Trails.....	60/69

Below the table, there is a section titled 'Ski Report Weather Cams' with the text 'Conditions Provided by Ski Country Mountain Reports' and the 'SkiReport.com' logo. A callout box from the browser window highlights the 'Base' and '24 Hour' data points.

Example: Driving inbound links

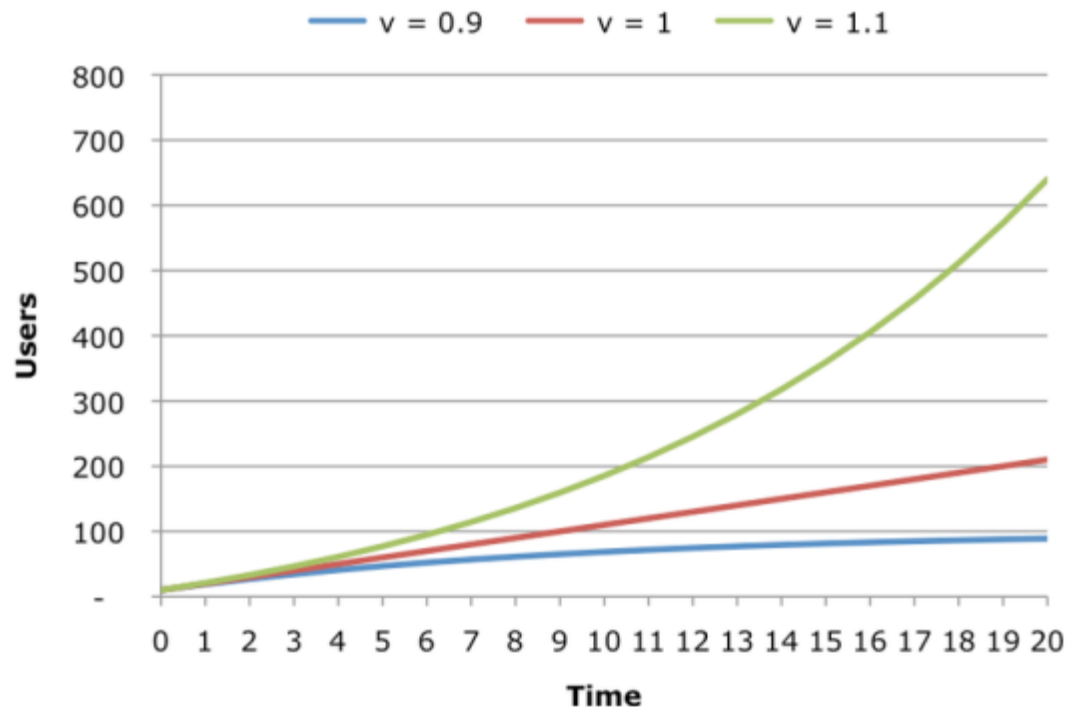
Organic: ASO (App Store Optimization)

- Like SEO, find the right search queries to target
- Rankings based on:
 - Title
 - Keywords
 - Recent Installs
 - Ratings
- App-store rankings more critical for some categories than others
 - Games: rankings dynamic
 - Lifestyle/News: rankings static



Organic: Virality

- Many form of virality: inherit, incentivized, collaborative, etc
- **Virality Coefficient** (k-factor)
 - Measures the invite and 'word-of-mouth' referral activity
 - Calculation (simplified): $k = \text{avg number of invites} * \text{conv rate}$

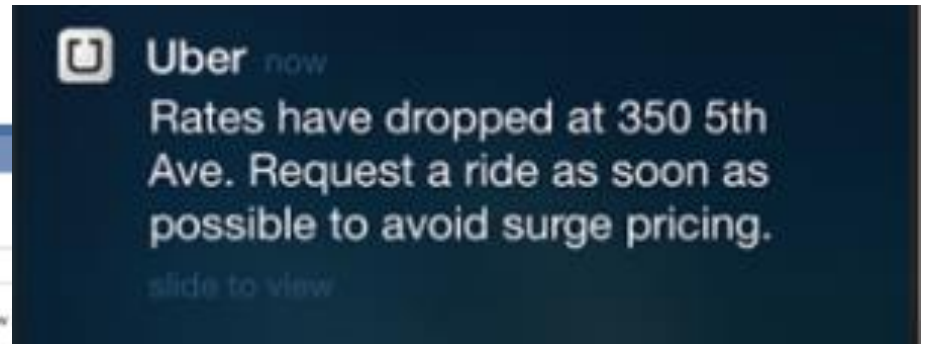


Retention

Push Notifications, Email, Social Media

- Users forget about you!
- Deliver the right message, at the right time, to the right medium

SkiReport.com Powder Alert



Resources: MailChimp, Urban Airship, Kahuana, Sendgrid, Hootsuite

Press

- Blog: use your data, create great stories!
- Massive press launch?
 - Be careful, remember cuil.com?
 - Be prepared to capitalize on users/revenue

● cuil.com



Move faster

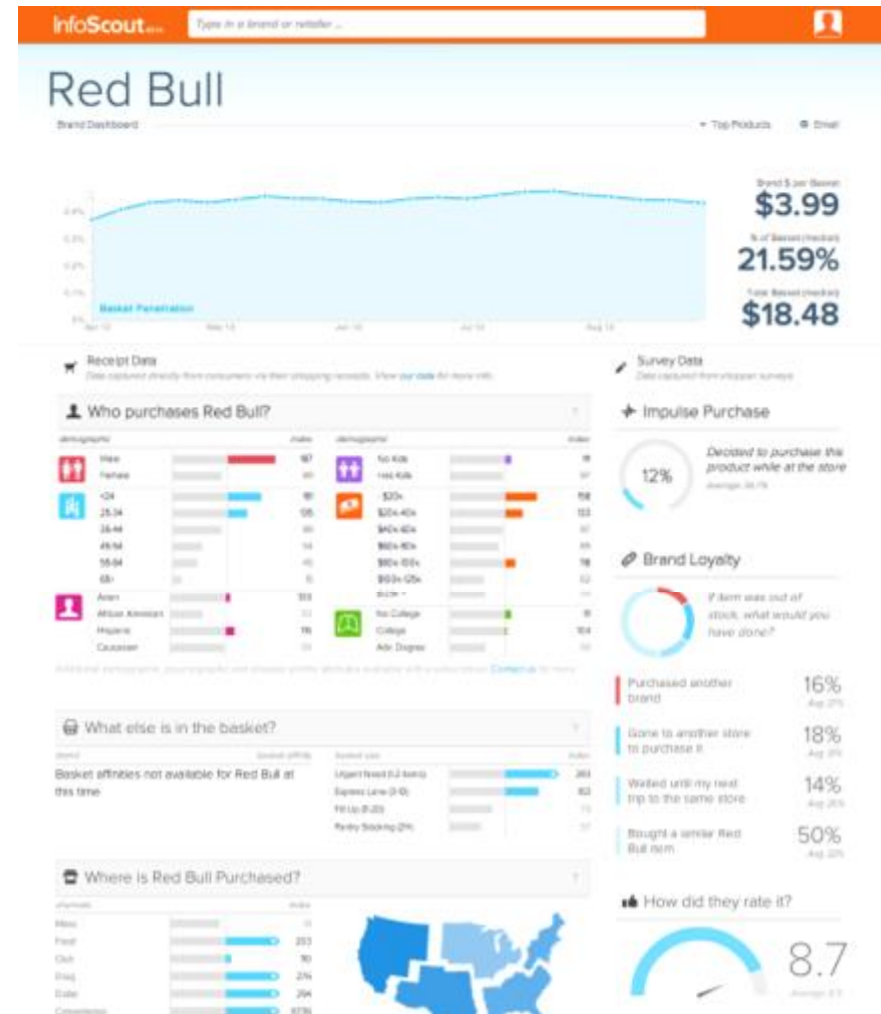
- The faster your iterate, the faster you grow...
- **Growth Hacker**
 - Three roles in one: 1/3 Designer, 1/3 Hacker, 1/3 Product Mgr
 - Eliminates precious iteration time by using 1 person instead of 3
 - *Increasing amount of acquisition & retention tools making this easier and easier*
- **First mover advantage:** Capitalize on new tech/platforms
 - Zynga: Capitalized on Facebook
 - Instagram: Capitalized on iOS
 - ???: Capitalized on Google Glass

B2B – GO TO MARKET

INBOUND MARKETING & LEAD GEN

Inbound Marketing

- Forms of inbound marketing
 - Newsletters
 - Blog posts
 - Videos
 - Podcasts
 - Quora posts
- Leverage your content & data you can!
- HubSpot useful tool



InfoScout's lead gen platform

Digital Marketing

- **Paid search**


- Generally expensive for B2B, comes down to your LTV

- **Display ads**

- Effective when ability to deeply target
 - LinkedIn ad's becoming popular
 - Targeting by position, company size, etc.



Ads by LinkedIn Members

-  **Workforce Management**
Gartner Magic Quadrant For Field Service Management. Get Free Report
-  **Literature Management**
Free literature management with mind maps and integrated PDF management.
-  **CPD in Project Management**
Develop your project management skills. Study online start Sept. Apply Now.



LinkedIn

www.yourcompany.com

Would you like ABC INC to follow up with you on LinkedIn?

☒ Allow ABC Inc to see your email address

Remarketing

- Stay in touch with your leads... after they leave your site!
- Cost-efficient when your target audience is niche and hard to reach.
 - B2B marketing
 - Niche B2C plays
- Advanced remarketing:
 - Based on products/pages viewed
 - Search remarketing



Resources

Reading Material

- Andrew Chen Blog
- Mary Meeker Internet Trends Report
- SearchEngineLand
- Matt Cutts Blog (SEO)
- Seth Godin Blog

Research Tools

- Quora
- Quantcast (public web analytics)
- AppAnnie (app store research)
- AppData.com (fb/mobile analytics)

Tools

- Optimizely
- Google Analytics
- Flurry
- DucksBoard
- MobileAppTracking
- Unbounce
- MailChimp
- UrbanAirship