

# 12 STEPS TO CREATING A GREAT STARTUP MARKETING STRATEGY

the fast and effective way

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## Do a SWOT

Really no point creating marketing stuff without a bit of critical thinking first.



## Revisit your vision and values.

Why does your company exist? The answer should affect every bit of marketing you do.



What position do you want to take in your industry? Decide upon a clear **positioning strategy**. Set some targets.



Work out a to-the-point, consistent **messaging hierarchy**, i.e. what to say to media, customers, partners... Make sure each part is only 1-2 sentences long. Yup, it's hard.



Figure out who your **target buyers** are. Describe your perfect customer. Who is he? Makes it a whole lot easier to talk to him.



Get yourself a great **visual profile**. This will save you a lot of time and money later, I promise. Plus, you look great and people get you.



Now start working on your **website**. Anyone remotely interested in you will go there and judge you by it.



Create essential **sales materials**. Make sure those powerpoints are easy to understand. A slim, targeted marketing toolbox is enough. Less is more.



Select your **key channels**. You DO NOT have to be everywhere. Just where your key customer is. If he isn't on Twitter, you shouldn't be either. As simple as that.



**Measure results.** Define success. Figure out what works by tracking actual numbers. Learn from your mistakes. Stay agile. Have fun.



Make sure to follow the marketing ABC: **Be clear. Repeat.** When you are sick & tired of your own message, there is a tiny chance that your prospects actually get it.



Stop thinking, **start acting**. If you have followed the steps above, making decisions about marketing will be quite easy going forward. Keep track on your budget at this point. Spend where needed, not just because an opportunity passes along. Stick to plan.

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