

# **NINJA MARKETING PLAN CONSULTANCY FOR START-UPS**

*Marketing is the life blood of every startup.*

*A good marketing plan is 50 % battle won.*

*Marketing plan is never in your head-it is pen & paper which guarantees success.*

*Write a plan before you do anything else.*

As a startup, 90% of your success is going to fall on the shoulders of your marketing.

That applies even if you are doing no big paid marketing or display campaigns.

Marketing plan will tell you the number of users you can attract, how much you can charge for your product, and which markets to enter first.

In short, a good marketing plan will decide your success or failure

## **1) Know Where You Want To Go**

To craft a marketing plan that works, you need to know what it should do for you. What's the ultimate goal in terms of users, coverage and profits ?

Knowing this will help craft every part of your marketing plan, and ensure that these activities will achieve your goals.

That isn't just the sales volume you want, but whether the brand and reach you are creating will have the wings to reach that altitude at all.

Knowing these big goals will help you draw the large picture.

How much marketing will be needed to get to your biggest goals?

You probably don't have the budget to achieve that on day one. So, break it up into milestones, and identify the marketing needed to get you to each marker on the journey.

One of the first milestone will be hitting that crucial breakeven point, and paying your founding team enough to be able to afford to stay in business, and enjoy it.

## **2) Market Research**

Research and data is everything. Do listen to your gut. Then back that up and follow the data and facts.

You are going to want to include key statistics from this research while making key assumptions.

Among the most basic data will be how big the market is and your startup's total addressable market.

Creating marketing and user personas is an important and valuable part of this. Both if you are a B2C and B2B venture.

Knowing exactly who your best customers are will enable you to pinpoint and nail your marketing better out of the gate. You'll waste a lot less, and convert a lot more using targeted campaigns and the right messaging.

**The more you know about your customer the better.**

*What do they do for a living?*

*What keeps them up at night?*

*What gets them excited about getting up in the morning?*

*How much do they earn?*

*Where do they shop?*

*What's their favorite color or food ?*

*What time are they online and how much time they stay there?*

*Where do they hangout?*

**Then make sure you have conducted some thorough competitive analysis.**

*Who are your competitors?*

*How much do they charge?*

*How is their customer service?*

*What are they doing well?*

*Where are they dropping the ball and leaving room for you to do better?*

You need to know who your competitors are and how your products and services are different. What is the price point at which your competitors are selling, and what segment of the market are they aiming to reach? Knowing the ins and outs of your competitors will help you better position your business and stand out from the competition.

This sounds basic, but it is scary how many aspiring entrepreneurs try to launch ventures without really knowing if they are just recreating the wheel.

Equipped with all of this knowledge you will be able to craft an effective positioning statement, USP and brand. Creating a style guide and specs for your marketing and branding to keep everything consistent may be a part of this. It can certainly help to keep a unified image.

### **3. Positioning.**

What is the perception of your brand in the marketplace? For example, if your restaurant sells burgers, do customers see you as the place to go for gluten-free or healthy options or the place to go if you've got an appetite for a double cheeseburger? The difference in how the target market sees you is your positioning.

Positioning is the most important part of your marketing strategy.

Develop compelling branding and marketing messages that clearly communicate how you want to be perceived.

### **4. Go-to-Market strategy.**

Your marketing strategy is your path to sales goals.

Ask yourself "How will I find and attract my most likely buyers?" This is the core of what

the strategy should explain. It should look at the entire marketplace and then break down specific tactics including such as events, direct mail, email, social media, content strategy, street teams, couponing, webinars, seminars, partnerships, and other activities that will help you gain access to customers.

## **5) Identify Your Marketing Channels**

After identifying your best prospective customers and the right branding, entrepreneurs will be able to better select the best fitting marketing and advertising channels.

There is no single right answer. What's best will be a little different for every startup. It may include social media, TV, outdoor display advertising, print ads, email, popup shops or retail storefronts, apps, affiliate platforms, live events, or outbound calls.

Just make sure you have a well-rounded marketing mix, leave room for trial and error and testing, and give yourself enough time for these channels to payoff and reach critical mass.

## **6) Budgeting**

Clearly all of this requires budgeting. Even if you aren't doing Google PPC ads, Facebook or other big paid campaigns, marketing requires a budget. Even if that is creating great content for a winning pitch deck and getting out there to present it.

We shall help you to make a detailed budget, so you do not have last minute surprises.  
We assist you in making intelligent choices in order to see that your most valuable asset i.e. cash runs longer.  
We ensure that your overheads do not drain you.

## **7) Metrics.**

Track your marketing success with Google Analytics for website conversions and a simple Excel sheet to compare your budget against the actual ROI.  
Test programs over the course of a 30- to 60-day period, and evaluate the results.  
Repeat any programs that are delivering sales or sign-ups to your email list, and get rid of anything that's not.

## **Summary**

Marketing is the life blood of every startup. Even if you have a very technical physical product you are developing for the B2B market.

While the outcome of the above may be a very simple and concise plan and set of facts and stats for your deck, all of these factors are important for an affecting marketing game plan that works and delivers on the main goals your startup has.

***How long you will have to do Marketing ?***

You can never afford to stop marketing. When you stop marketing, you stop having a business. If Apple and Nike are still doing it with all of their billions and market position, then you had better believe it.

***How much time will it take to prepare the marketing plan ?***

Since, marketing is soul of your business, we need to be sure of marketing activities, which will give desired results as per the objectives.

The process of crafting an effective marketing plan will take 4-6 weeks