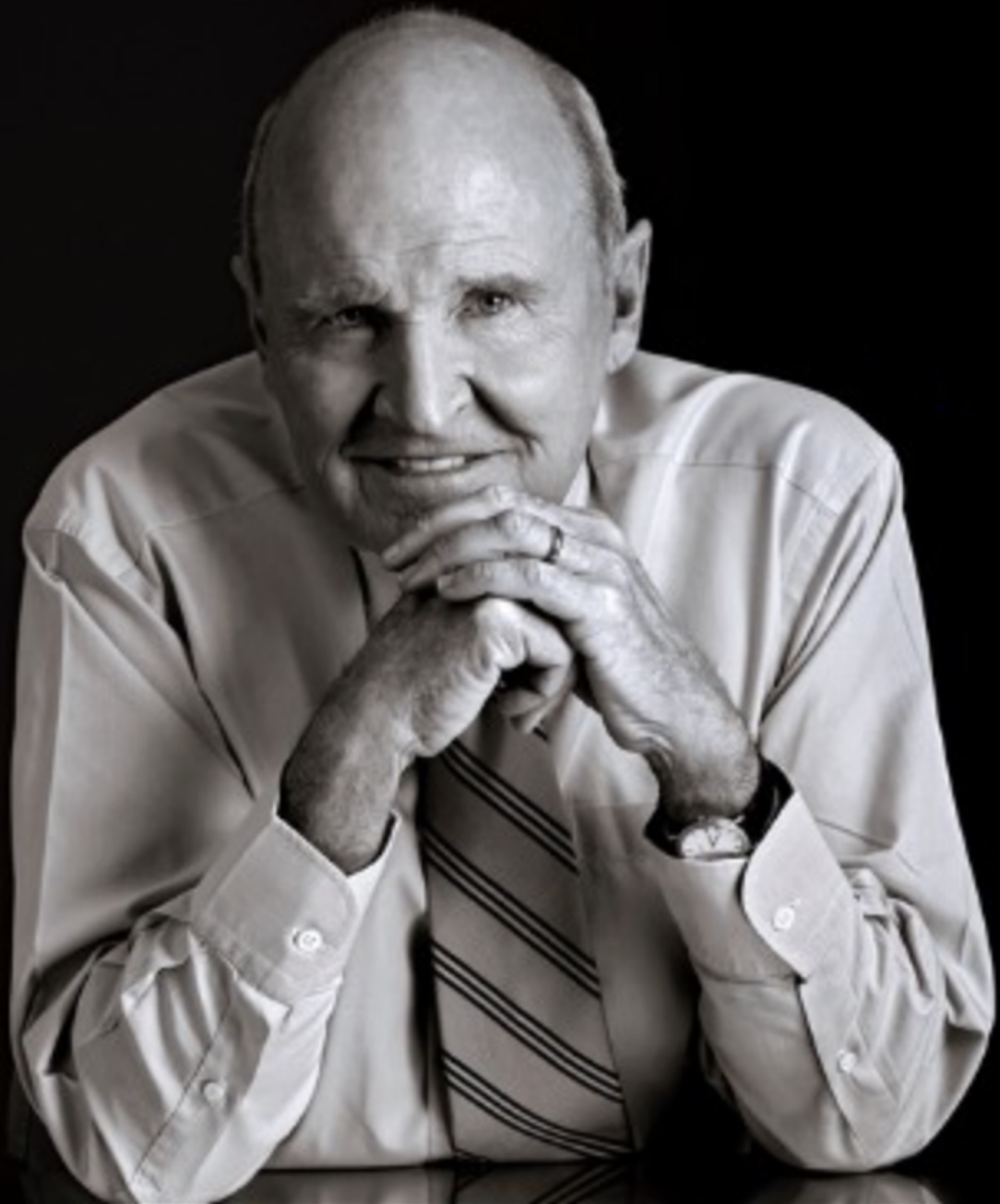




Marketing for Startups



"Good business leaders
create a vision,
articulate the vision,
passionately own the
vision and relentlessly
bring it to fruition."

- Jack Welch

**Marketing is essential for
startups to succeed in
competitive markets**



How can it help my Startup?

Building Brand Awareness

Attracting Customers

Differentiation in the Market

Generating Leads and Sales

Building Customer Relationships

Market Research and Validation

Securing Investment

Adapting to Market Changes

5 Basic Elements of Good Marketing



Target Audience Identification

Who are you talking to?



Clear Value Proposition

How it addresses the needs or solves the problems of your target audience?



Consistent Branding

How branding helps build trust
and recognition with customers?



Effective Communication Channels

Social media, email,
content marketing...



Measurement and Analysis

Key performance indicators (KPIs)
to evaluate the success



How NOT
to do it





pepsi



Burger King ✓

@BurgerKingUK

Women belong in the kitchen.

9:01 · 08 Mar 21 · [Twitter Web App](#)

120K Retweets 132K Quote Tweets 467K Likes



Burger King ✓ @BurgerKingUK · 9h

Replying to @BurgerKingUK

If they want to, of course. Yet only 20% of chefs are women. We're on a mission to change the gender ratio in the restaurant industry by empowering female employees with the opportunity to pursue a culinary career. #IWD ♀

2,443 12.3K 101K



Burger King ✓ @BurgerKingUK · 7h

We are proud to be launching a new scholarship programme which will help female Burger King employees pursue their culinary dreams!

1,203 4,650 62.3K

How to do it



YOU CAN'T STOP SPORT.

We may start from different places,
but together we'll rise stronger.





Travis Scott by Ray P.



Shot on iPhone On Tour

verizon

W013 **OUTFRONT**
OUTDOOR
30'x50' PERMIT
#835294

ALL VEHICLES
MUST DISPLAY A
VALID PARKING RECEIPT ON DASH
AT ALL TIMES.
VEHICLES WILL BE LOCKED AND
REMOVED. CHARGES MAY BE APPLIED.

2015 SECOND ST.

creperie
SAINT GERMAIN

CATERING
SPECIALTY

ONE WAY

WNE

When talking to investors



Do's

Meet Our Team



Joe Gebbia

User Interface and PR

Patent for his product Critbuns
Dual BFAs in Graphic Design and
Industrial Design from RISD



Brian Chesky

Business Development & Brand

Founder of Brian Chesky Inc., industrial
Design Consultant
BFA in Industrial Design from RISD



Nathan Blecharczyk

Developer

Created Facebook apps "Your
Neighbors" with 75,000 users,
"Rolodexterous".

Dont's



FAIL



Effective marketing is not just a necessity but a catalyst for the success of startups.

THANK
YOU