Marketing Your Startup in 2019
Marketing is needed everywhere.
Marketing

Product

Sales

Service

Operations

Finance

Legal

Traction Matters Most Here.
FAKE IT TILL YOU MAKE IT.
What skill sets do you need?

- DESIGN
- COPYWRITING
- ANALYTICS
- BRANDING
- MARKETING
- FINANCE
- LEGAL
- DEVELOPER
- MENTOR
- SALES
What does a marketing team look like at a large organization?

**Tactics & Execution**
- Analytics
- Affiliate
- Search
- PR & Social
- Email

**Branding & Design**
- Designer
- Copywriter
- Video
AMERICA'S #1 MATTRESS*
This is what award-winning comfort feels like.

Shop the mattresses

*According to a leading independent consumer publication's rating of the Casper mattress

Mattresses so comfortable, they’ve got everyone talking . . .

TIME
One of Time’s 25 Best Inventions of 2015

GOOD HOUSEKEEPING
Good Housekeeping 2018 Lab Pick

Google
Customer Reviews

ARCHITECTURAL DIGEST
“The perfect mattress, according to science.”

FAST COMPANY
2017 Most Innovative Company
Sweet dreams are made of this...

One Perfect Mattress
Try it for 100 nights with free shipping and free returns.

Casper.com

96 Likes · 22 Comments · 26 Shares

Like · Comment · Share
Social Media Marketing

**STRATEGY**
- Platforms, frequency, design, copy, campaigns, follower & engagement growth

**POSTING**
- Copy, design, linking, tagging, responding, promoting

**INFLUENCERS**
- Research, reach outs, budgets, partnerships, campaigns,

**ADS**
- Audience, budget, timeline, testing, creative, ROI
B2C Marketing: Spend all marketing on free product
Impressions: 10,000
Cost: $100
CPM (cost per 1,000): $10
Clicks: 100
CTR: 1%
CPC: $1
Time on Site: 4:51
Pages Viewed: 2.2
Orders: 2
Conversion: 2%
Revenue: $240
AOV: $120

$100 Spend for $240 in Revenue
Display Marketing on Social Media

- More Space
- Better Visuals
- Comments & Discussion
- Shareability
Display Marketing on Social Media Can Create Real Buzz
Email Marketing
Cold or Engaged

**STRATEGY**
Updates, new releases, discounts, news

**DESIGN & COPY**
Responsive, beautiful, short & sweet

**SENDING & TESTING**
Testing Subject lines and messaging

**SUBSCRIBER GROWTH**
On page, contests, giveaways, customers

**ANALYTICS**
ROI, budget, etc.
B2B Marketing: Cold Emails

Bryan Bloom

Senior Digital Strategist

Favorite things to do and places to go in Pittsburgh: I love going to the Point District and exploring some of the parks in Pittsburgh with my husky. Can’t beat Study Grove and Pimand Bros either.

Favorite people to go with: My friends — Tom, Seung, Eddie, and Alex.
B2B Marketing

“Me too” Marketing in a crowded space

GROWING A $90,000/MO SAAS SIDE BUSINESS.

WITH AJAY GOEL

GMass

Yesware

mailshake

Mixmax

Mail Merge

Yet Another Mail Merge
Follow the trends ...
B2B Marketing
Solve a unique problem
Treat Clients & Relationships Like Gold
DO SOMETHING CRAZY
B2C Marketing: Create Something Unique

How a 25-year-old high-school dropout cold-emailed Mark Cuban and got an investment

Catherine Clifford | 11:36 AM ET Wed, 22 March 2017
PIVOT. PIVOT. PIVOT!
Search Engine Marketing

**KEYWORD RESEARCH**
Finding the keywords that people type in to sway them over to you.

**TEXT ADS**
Google Adwords

**SHOPPING ADS**
Google Product Feed

**ORGANIC SEARCH**
SEO, Content, Links & More
B2C Marketing
It Starts with Positioning

SEO is a Marathon
Most Searchers Ignore Ads
Only 6% of searchers click the ads
Ads Are Very Expensive but Instant

Organic SEO is more sustainable
Top Factors Affecting SEO

Quality content & links

1. **Inbound Link Quality**: Credible websites talking about and linking to you.
2. **Age of Domain**: 
3. **Site Usability**: Bounce rate, speed, site structure, time on site.
4. **Frequently Updated Content**: New offers & products, blogging, articles, media, forums, discussion.
5. **On Page Relevancy**: Tags, breadcrumbs, content, copy, images, videos, products, etc.
6. **Content Quality**: Write content that adds value to the user and gets linked & shared.

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**Inbound Link Quality**
Credible websites talking about and linking to you.

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**Age of Domain**

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**On Page Relevancy**
Tags, breadcrumbs, content, copy, images, videos, products, etc.

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**Content Quality**
Write content that adds value to the user and gets linked & shared.
Our SEO Strategy & Process
Half Analysis, Half Execution - Real Results

KEYWORD DISCOVERY analysis
COMPETITIVE ANALYSIS analysis
ON PAGE OPTIMIZATION execution
LINK BUILDING execution
ROI REPORTING analysis
Every new piece of content created is like a new salesperson sitting on organic search results collecting new traffic.
Focus on Long Tail Converting Keywords

Over 70% of searches on Google are “long tail”

HIGH VOLUME
HIGH COMPETITION

Short Keyword Phrases
“dresses”

HIGH VOLUME
LOW COMPETITION
LOW VOLUME

Mid-Length Keyword Phrases
“Red dresses”

LOW COMPETITION
LOW VOLUME

HARD TO RANK
HARD TO CONVERT

Long Tail Keyword Phrases
“Red off the shoulder dresses”

EASY TO CONVERT
EASY TO RANK
Link Building
Quality content & links
ROI Reporting
Analytics measure results