

A vibrant, high-angle view of a busy city street, likely Times Square in New York City. The street is filled with cars, including many yellow taxis, and pedestrians. The buildings are covered in large, illuminated billboards and advertisements. A prominent billboard on the right side of the street reads "Make Google do" with the Google logo and the text "Get the Google Assistant" below it. Other visible billboards include "Express", "PlayRescue", and "The Most Love I've Ever Had". The scene is captured during the day, with a slightly overcast sky.

Marketing Your Startup in 2019

2001



2001 - 2008



2008 - 2016



BRANDING BRAND



2017 - ????

BRUSHEE

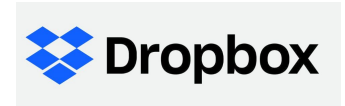
RESPONSIVAL

Nakturnal

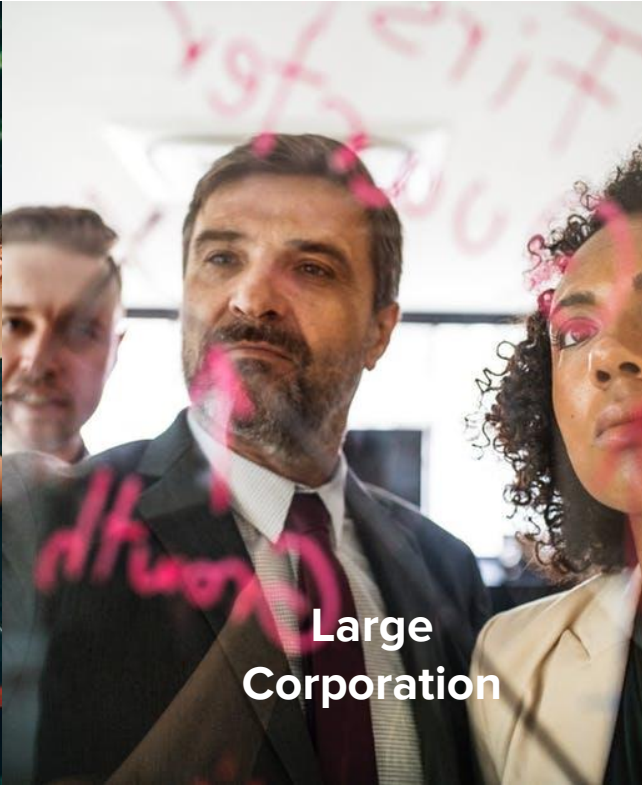
99™



boosted



Marketing is needed everywhere.



Marketing

Product

Sales

Service

Operations

Finance

Legal

**Traction
Matters Most
Here.**

FAKE IT TILL

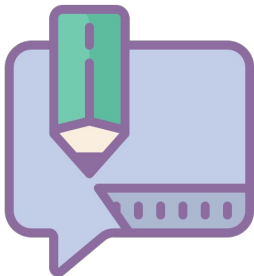
YOU MAKE IT.



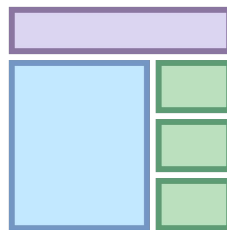
DECK



SITE



BLOG



PROTOTYPE



SOCIAL



PR

What skill sets do you need?

DESIGN



FINANCE



LEGAL

COPYWRITING



DEVELOPER

ANALYTICS



MARKETING



MENTOR

BRANDING



SALES

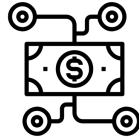
What does a marketing team look like at a large organization?

Tactics & Execution

Branding & Design



Analytics



Affiliate



CMO



Designer



Search



PR & Social



Director of
Marketing



Creative
Director



Copywriter



Email



Video

It starts with Branding.



Logo Treatments

This may include stacked, horizontal, small and large versions. It may also cover different colour amounts.

What not to do

Treatments such as logo rotation, embossing, colour variation and glow effects are examples of what you may want to avoid.

The Logo Spacing

Giving a space around the logo is imperative to getting maximum impact. Supply a scalable unit that can be used in many scenarios.

The Brand Colours

Supply PANTONE, CMYK, RGB and Hexadecimal values of the intended house colours. Consider what their associative colours are too.

House Type-faces

You may give examples of header fonts, secondary fonts and body fonts along with possible leading and tracking properties.

Types of Grid/ Layouts

Any graphic and linear elements that are associated with the brand may require certain margins in order to maintain consistency.

The Brand Imagery

Giving examples of styles of imagery is crucial to maintaining brand consistency too. Remember to allow flexibility for brand evolution.

Visual Identity

These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

Strategy

The visual identity can't even begin without knowing the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

Brand Tone

Having a strong brand tone that is expressed primarily within written media needs to be outlined to coincide with all the visual material.



Brand Personality

Your personality might be corporate and professional, or it might be laid-back. Having personality will help make your brand approachable.

Market Positioning

This will be your measure into whether or not your brand is successful. Knowing where you want to be gives your brand a goal.

The Brand Beliefs

Having beliefs that work alongside your brand personality and market position humanises and builds company character.

Copy-writing Tone

This covers all copy, including websites, advertisements and brochures.

Social Media Tone

Keeping tone is crucial in increasingly important social media sites such as twitter.



How to write

branding guidelines

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



Chat with a human



Casper

Home · 213,576 Likes · April 16 · 🌐

Like Page

Sweet dreams are made of this...

Casper



THE PERFECT MATTRESS FOR INSOMNIACS

One Perfect Mattress

Try it for 100 nights with free shipping and free returns.

CASPER.COM

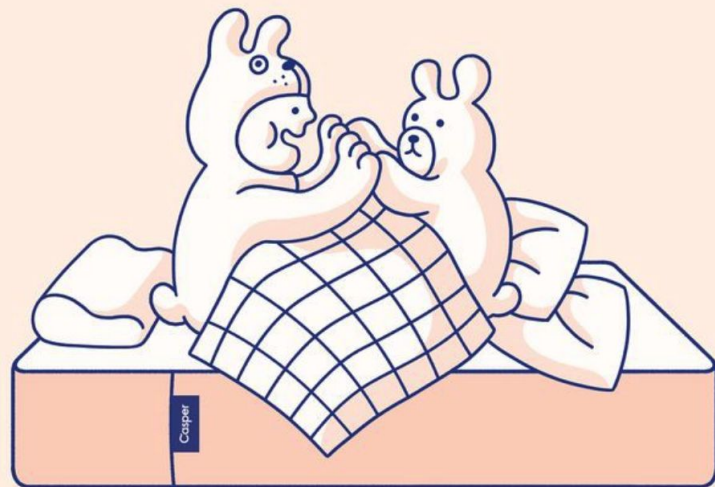
Shop Now

95 Likes · 22 Comments · 26 Shares

Like

Comment

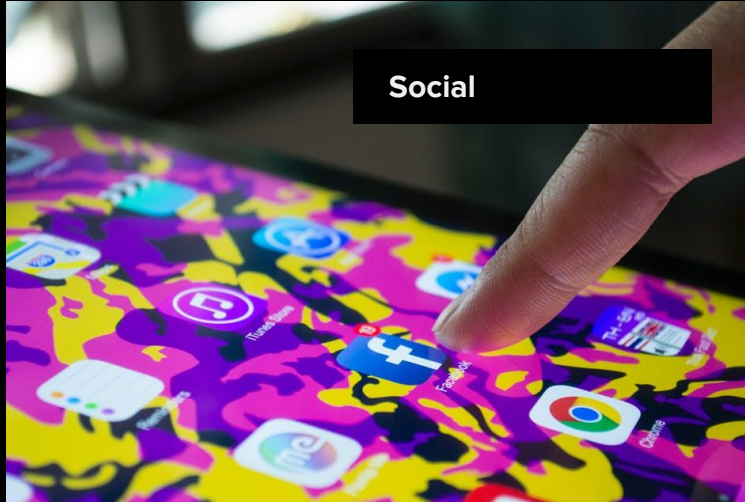
Share



Casper

THE PERFECT MATTRESS
FOR FURRIES

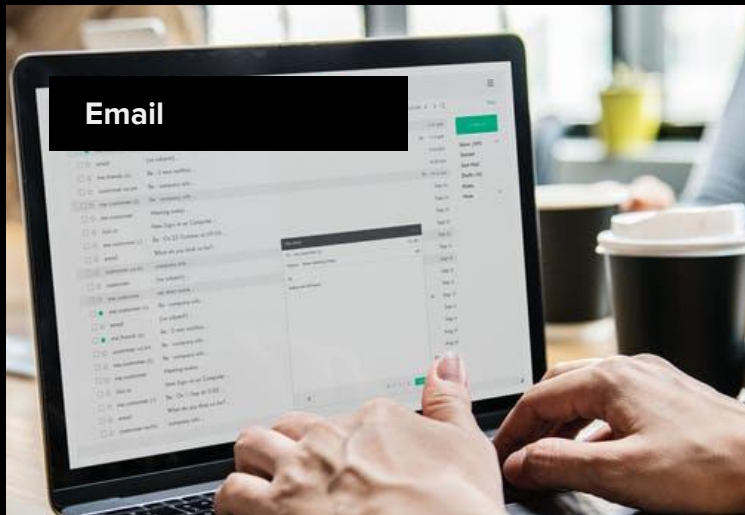
Social



Search



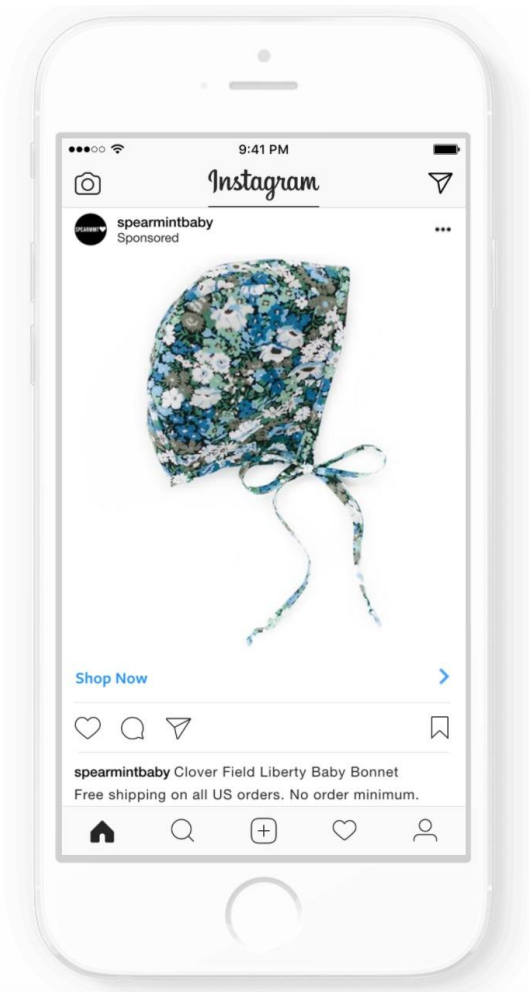
Email



Display



Social Media Marketing



STRATEGY



platforms, frequency, design, copy, campaigns, **follower & engagement growth**



POSTING

copy, design, linking, tagging, responding, promoting



INFLUENCERS

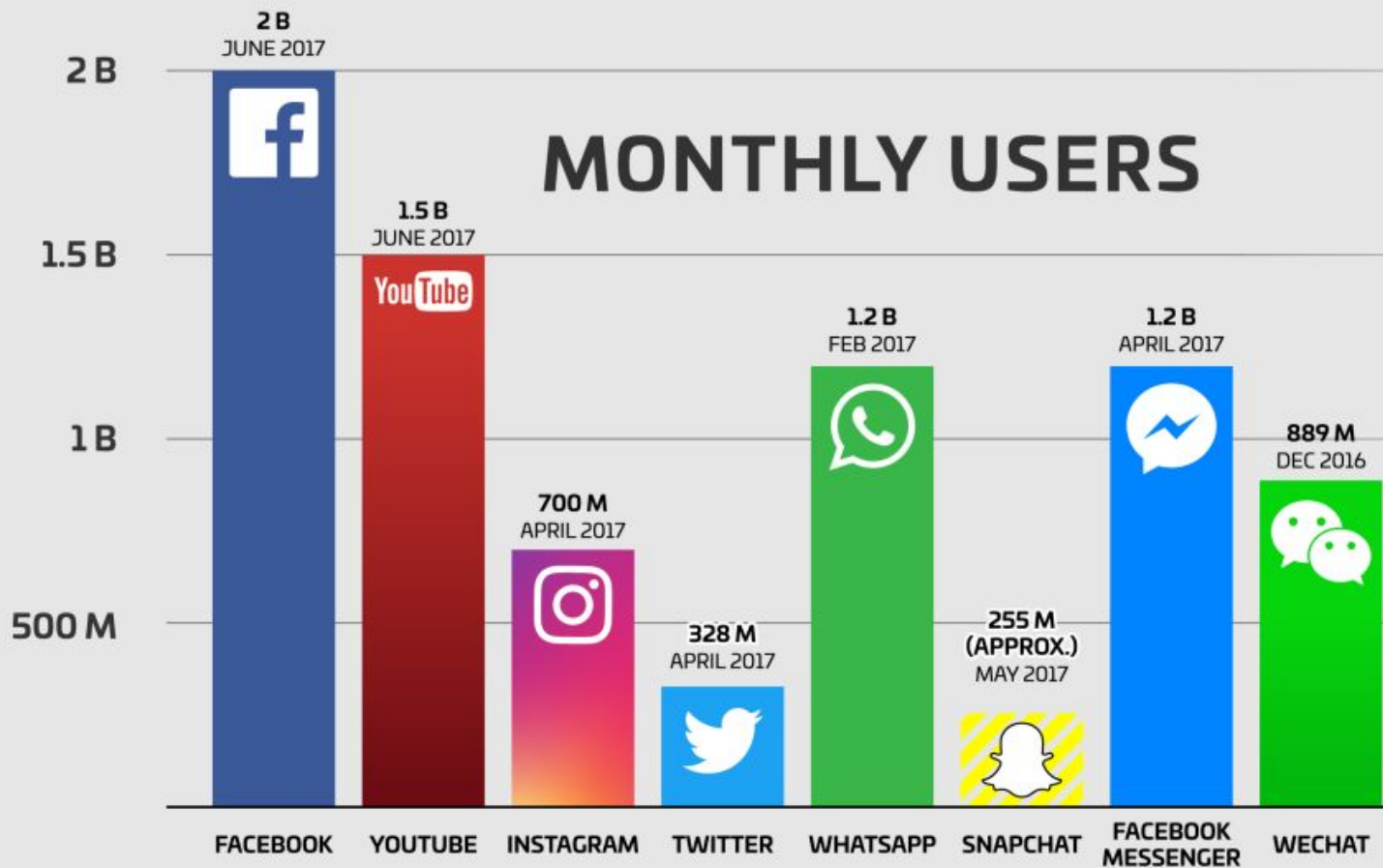
research, reach outs, budgets, partnerships, campaigns,



ADS


audience, budget, timeline, testing, creative, ROI

MONTHLY USERS





B2C Marketing: Spend all marketing on free product


FREE SHIPPING
on orders over \$50*

Get started shopping! 

THE GROMMET™

Join Perks: 10% Off + Orders Ship Free
My Account  | Cart  0

NEW SHOP COLLECTIONS GIFTS SALE SURPRISE ME! MOTHER'S DAY




Brushee
3-in-1 Disposable Toothbrush

017 / 1:25

Brushee
3-in-1 Disposable Toothbrush

WELL-TRAVELED
It's a disposable toothbrush... and toothpaste, floss, and pick. Brushee is a three-in-one, pre-pasted toothbrush that fits in the palm of your hand, your pocket, purse, or backpack. Whether you carry it with you, stash one in your desk, or keep it handy for overnight guests, it saves you the trouble of having to pack all... [Read More](#)


You Might Also Like



Brothers Artisan Oil
All-Natural Beard & Skin Care
Starting at \$18



NO LONGER AVAILABLE


Grommet Launch Conversation

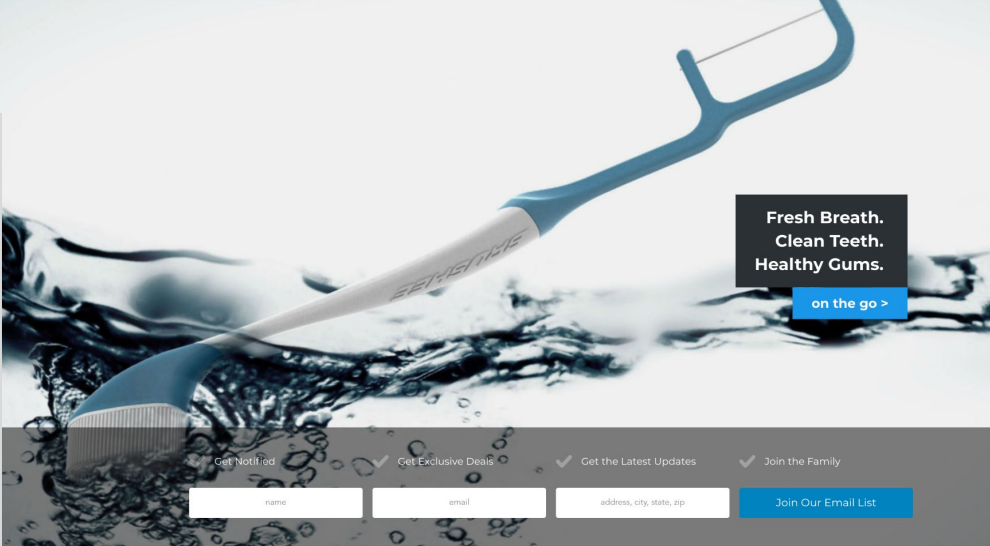


IAN
Hello everyone! I'm proud to introduce Brushee 3-in-1 portable toothbrush to The Grommet. I'd be happy to answer any questions you have!

BRUSHEE
DISPOSABLE TOOTHBRUSH





WANT FREE BRUSHEE FOR LIFE?  

Shop Subscribe About  Blog Contact



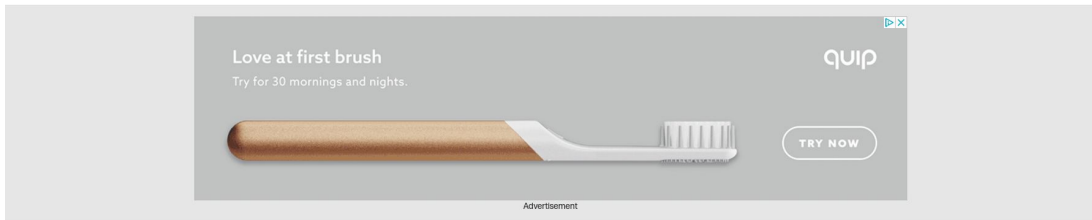
**Fresh Breath.
Clean Teeth.
Healthy Gums.**

[on the go >](#)

Get Notified  Get Exclusive Deals  Get the Latest Updates  Join the Family 

[Join Our Email List](#)

A Disposable Toothbrush with 3 in 1 Convenience
Brushee has toothpaste in the bristles, a toothpick and floss. It fits in the palm of your hand - saving you valuable space and providing you with quick & easy oral care.



LIVE UPDATES

Countdown to the midterms: 5 days out

By Meg Wagner, Veronica Rocha and Brian Riles, CNN

Updated 6 min ago 2:06 p.m. ET, November 1, 2018

Share | Facebook | Twitter | Email | Print



2018 could leave us more divided than ever 4:12 CNN



What we're covering here

- **Less than a week to go:** Candidates across the US are in the final sprint to Tuesday's **midterm election**.
- **The President's plans:** Trump is **stumping relentlessly** in a late push to save the GOP House and Senate majorities. He's heading to 11 rallies over ...

1 hr 7 min ago

Oprah explains why she is campaigning for Stacey Abrams today



Display Marketing

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

Suggested Post



Like Page

"I cannot understate how compact/slim the quip is; it's way more like a regular toothbrush than the bulky electric I'm used to!" - BuzzFeed

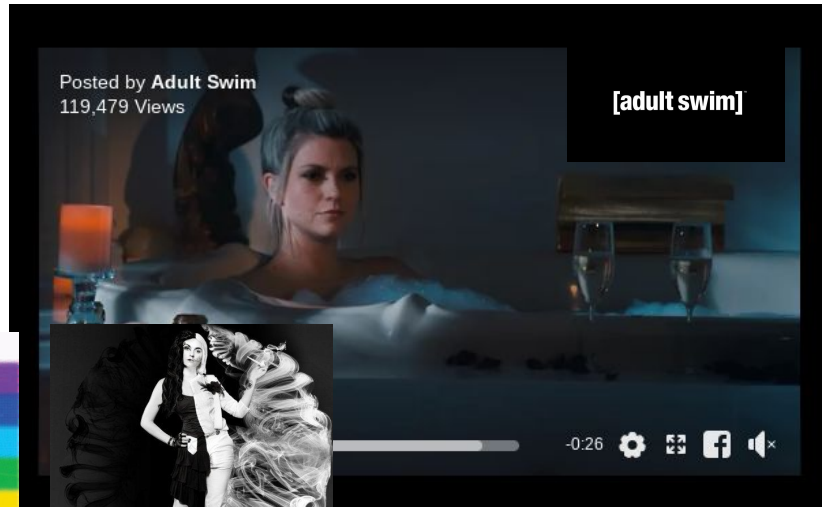


Buzzfeed | "I Tried The Toothbrush That's All Over Facebook And Loved It"

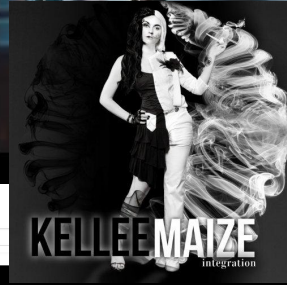
If you love your iphone and Warby Parker glasses, you'll love quip!

Display Marketing on Social Media

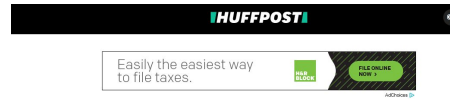
- More Space
- Better Visuals
- Comments & Discussion
- Shareability



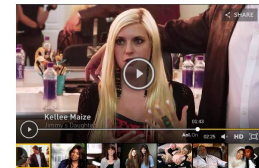
Toyota Prius Featuring Female Rapper Kellee Maize



Google Female Rapper - Kellee Maize
1,059,247 views



Meet Kellee Maize, The Daughter '70s Heartthrob Jimmy McNichol Never Knew He Had (VIDEO)





In 2010, former teen idol Jimmy McNichol found out he had fathered a daughter from a relationship he had when he was 18. Now at age 53, McNichol is making up for lost time. On his upcoming "Oprah: Where Are They Now?" appearance, we meet his daughter Kellee Maize, an aspiring female rapper.


"I've known I've been adopted since I was a little child," Maize says. "And so when I did



Display Marketing on Social Media Can Create Real Buzz




 **Kellee Maize**
Sponsored · 

Pagan Rapper Kellee Maize - "Third Eye"




HUFFINGTONPOST.COM

Kellee Maize: How I "Made It" in the Music Industry: My Top 10 Tips [Learn More](#)

   4.9K

763 Comments 2,346 Shares 419K Views

   4.9K

763 Comments 2,346 Shares 419K Views

11:50
Search

Comments

 **Rose George**
OMG I believe she's spectacular she's singing her voice to the goddess Blessed Be I say being your voice carry in the goddess name in awaken in those that are lost

7w Like Reply Message    43

Danielle Mcgee Replied · 15 Replies

 **Leah Rishor**
Better message than a lot of other shit these days but still...

 **korn_but_gay**



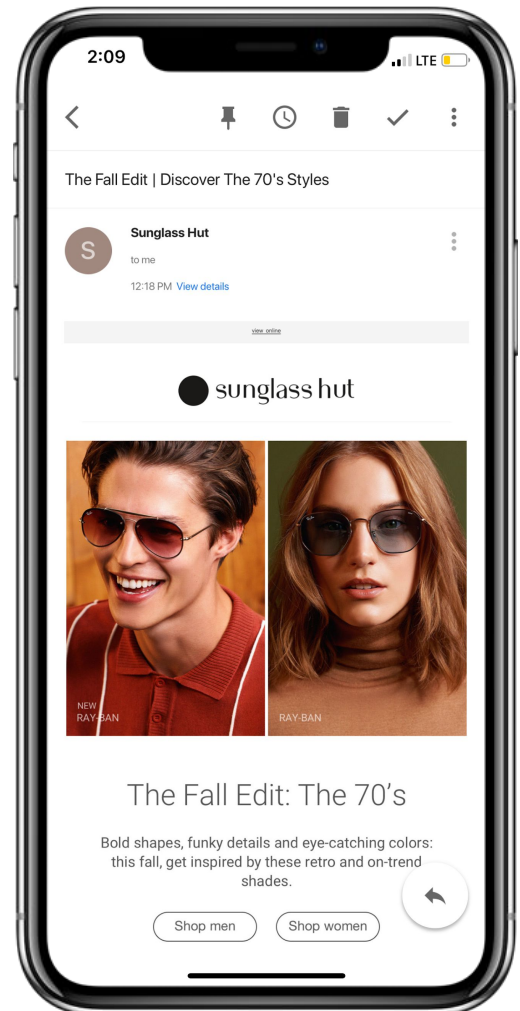
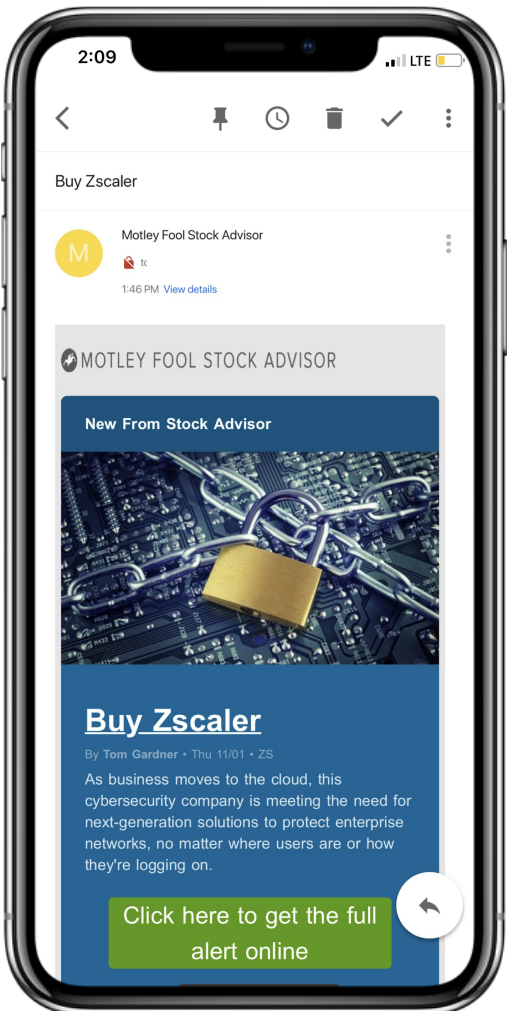
7w Like Reply Message    145

[View previous replies...](#)

Leah Rishor

Comment as Kellee Maize   

   20+  20 

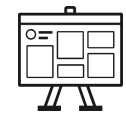


Email Marketing Cold or Engaged



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.

“Me too” Marketing in a crowded space



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

WITH AJAY GOEL





1996

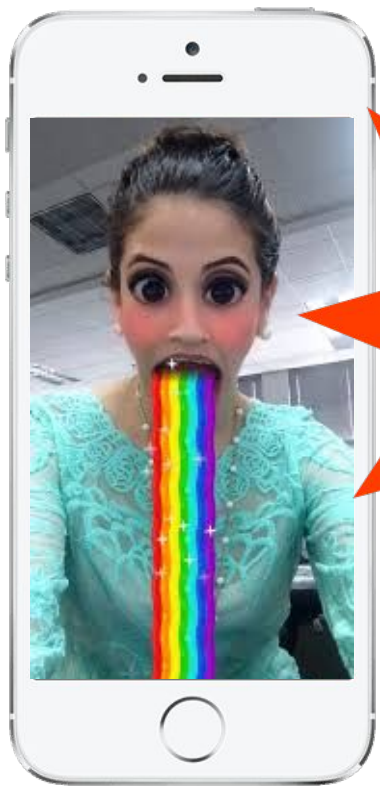
Follow the trends ...



2004

2007





2008 - 2018





BRANDING BRAND

B2B Marketing
Solve a unique problem

Treat Clients & Relationships
Like Gold

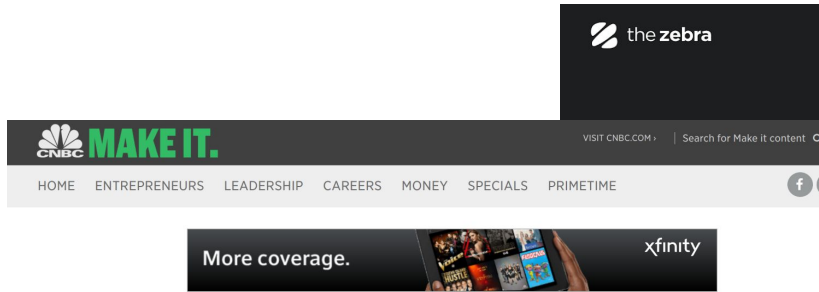
DO SOMETHING

CRAZY



BRANDing
BRAND.com

B2C Marketing: Create Something Unique



SOUTH BY SOUTHWEST

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

Catherine Clifford | 10:36 AM ET Wed, 22 March 2017



Photo courtesy The Zebra



PIVOT. PIVOT.

PIVOT!

inspectlet






BRANDing
BRAND.com

The ONLY College Guides Written By Students For Students

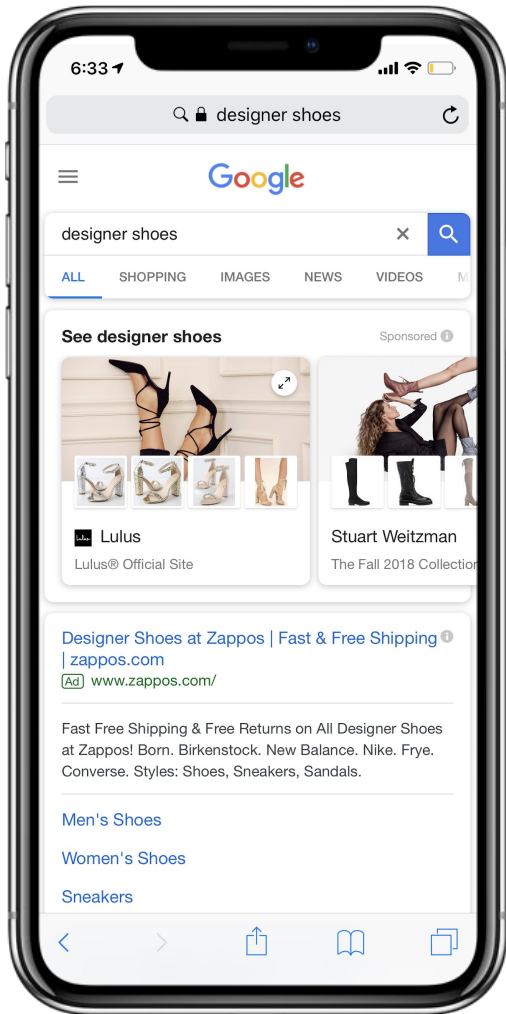
COLLEGE PROWLER
WWW.COLLEGEPROWLER.COM

THE **Big Book of Colleges '12**

- LOADED**
with the latest tips on going to America's top schools.
- PACKED**
with unedited opinions and advice from actual students.
- FILLED**
with rankings on all aspects of campus life.



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

NICHE

Places to Live K-12 Colleges Scholarships

Find Your Niche

Discover the schools and neighborhoods that are right for you.

Places to Live K-12 Colleges

Enter a city, neighborhood, ZIP ...

Search by state

Sign up to learn more about the schools in your area.

Sign Up

The ONLY College Guides Written By Students For Students

COLLEGE PROWLER
WWW.COLLEGEPROWLER.COM

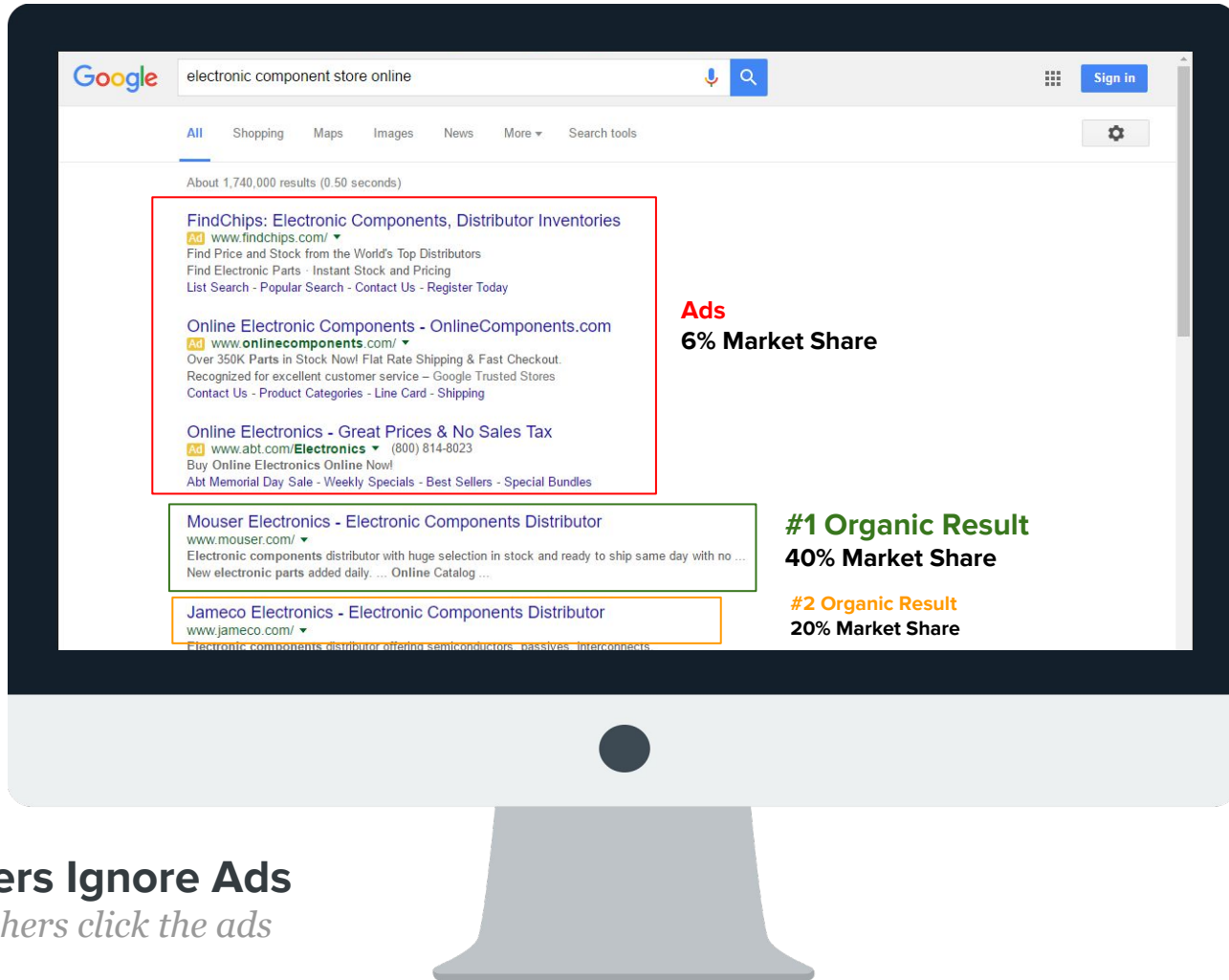
THE Big Book of Colleges '12

- LOADED** with the latest tips on going to America's top schools.
- PACKED** with unedited opinions and advice from actual students.
- FILLED** with rankings on all aspects of campus life.

2012 Edition
Featuring 100+ New Schools!

B2C Marketing It Starts with Positioning

SEO is a **Marathon**



Google

electronic component store online



Sign in

All Shopping Maps Images News More Search tools



About 1,740,000 results (0.50 seconds)

FindChips: Electronic Components, Distributor Inventories

Ad www.findchips.com/
Find Price and Stock from the World's Top Distributors
Find Electronic Parts - Instant Stock and Pricing
List Search - Popular Search - Contact Us - Register Today

Online Electronic Components - OnlineComponents.com

Ad www.onlinecomponents.com/
Over 350K Parts in Stock Now! Flat Rate Shipping & Fast Checkout.
Recognized for excellent customer service - Google Trusted Stores
Contact Us - Product Categories - Line Card - Shipping

Online Electronics - Great Prices & No Sales Tax

Ad www.abt.com/Electronics (800) 814-8023
Buy Online Electronics Online Now!
Abt Memorial Day Sale - Weekly Specials - Best Sellers - Special Bundles

Mouser Electronics - Electronic Components Distributor

www.mouser.com/
Electronic components distributor with huge selection in stock and ready to ship same day with no ...
New electronic parts added daily. ... Online Catalog ...

Jameco Electronics - Electronic Components Distributor

www.jameco.com/
Electronic components distributor offering semi-conductors, passives, interconnects

Ads
6% Market Share

#1 Organic Result
40% Market Share

#2 Organic Result
20% Market Share

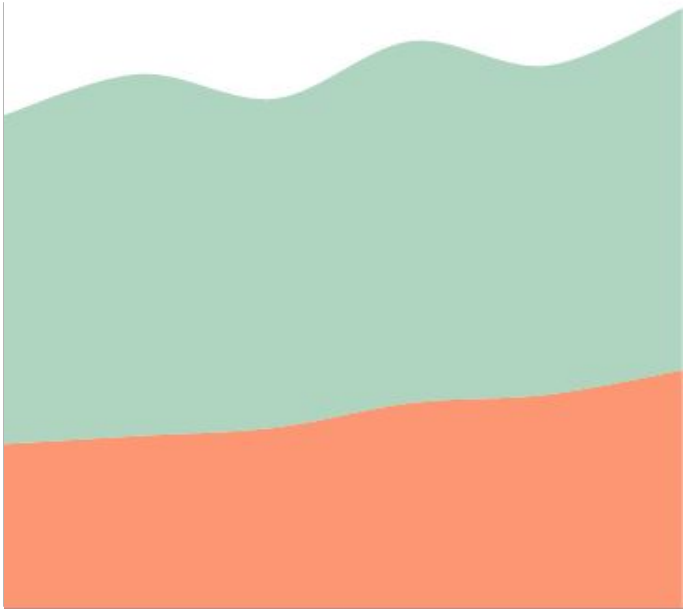
Most Searchers Ignore Ads

Only 6% of searchers click the ads

Ads Are Very Expensive but Instant

Organic SEO is more sustainable

ADS



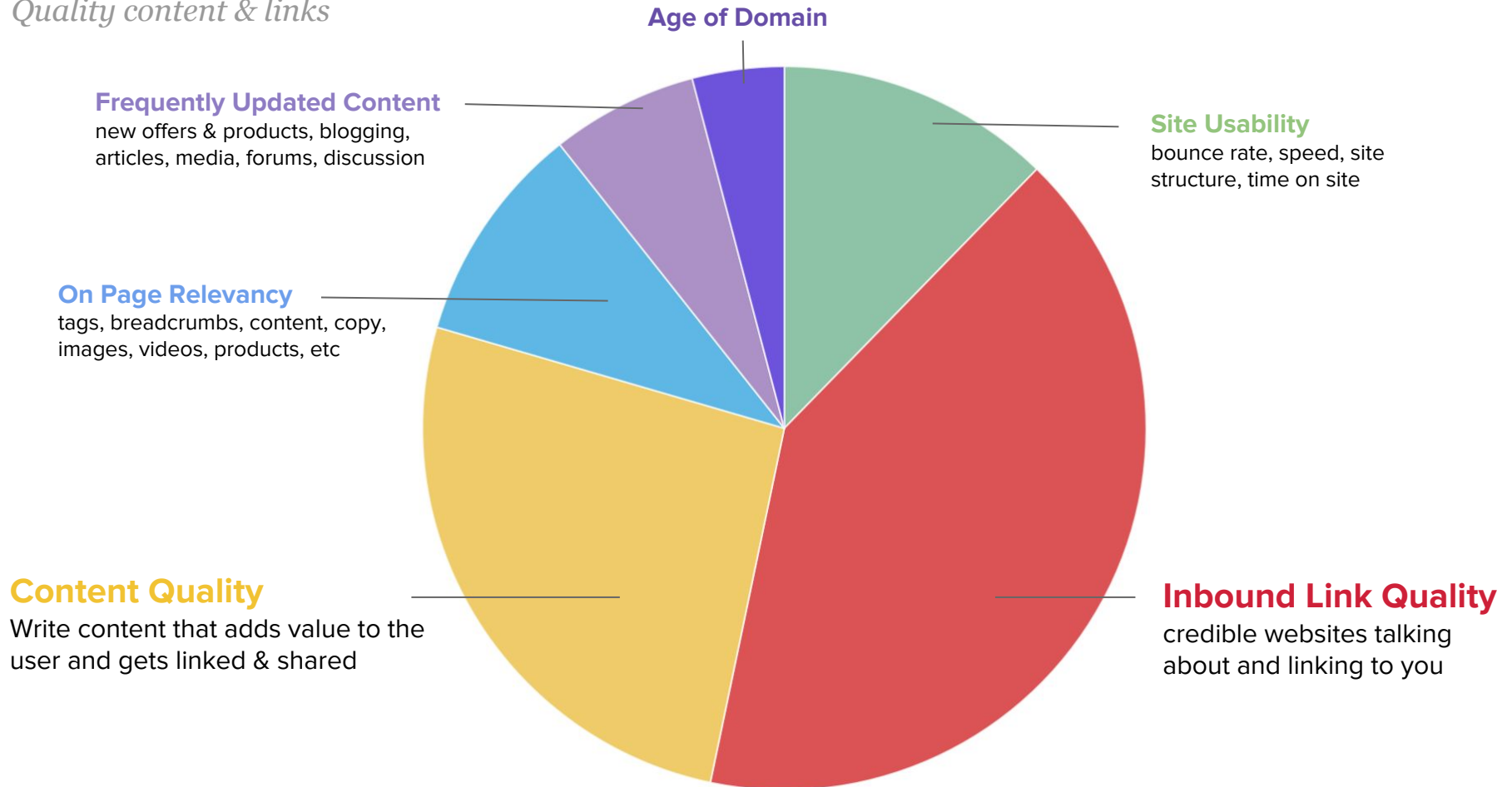
SEO



● Cost ● Traffic

Top Factors Affecting SEO

Quality content & links



Our SEO Strategy & Process

Half Analysis, Half Execution - Real Results



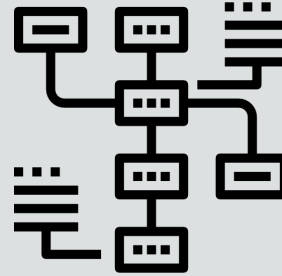
**KEYWORD
DISCOVERY**
analysis



**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.



Your Blog



Focus on Long Tail Converting Keywords

Over 70% of searches on Google are "long tail"

HIGH VOLUME
HIGH COMPETITION

Short Keyword Phrases
"dresses"

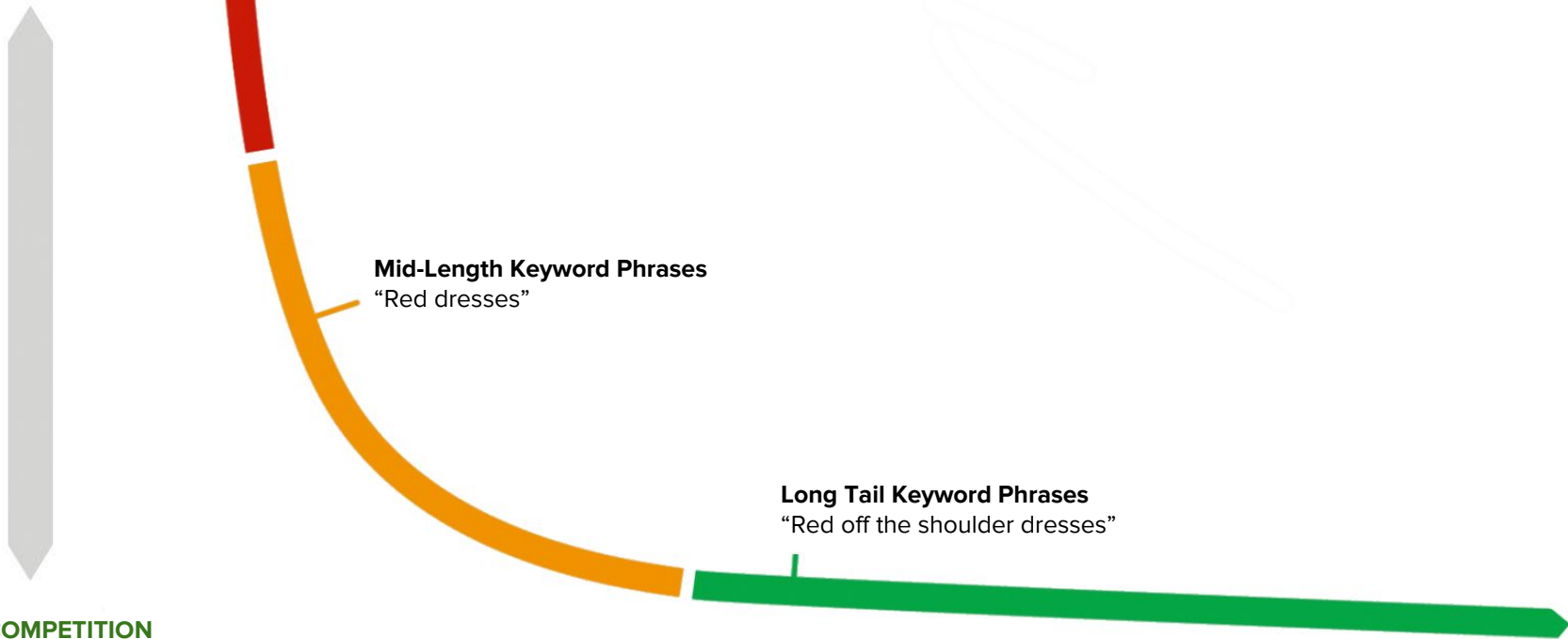
Mid-Length Keyword Phrases
"Red dresses"

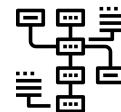
Long Tail Keyword Phrases
"Red off the shoulder dresses"

LOW COMPETITION
LOW VOLUME

HARD TO RANK
HARD TO CONVERT

EASY TO CONVERT
EASY TO RANK





Link Building
Quality content & links

Audience Overview

Oct 31, 2011 - Nov 30, 2013

Email Export Add to Dashboard Shortcut

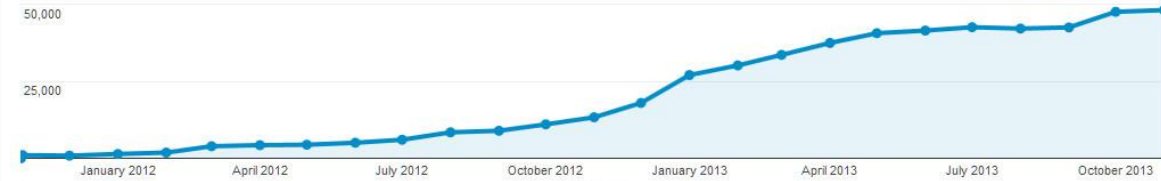
All Visits
100.00%

Over **Oct 31, 2011 - Nov 30, 2013** : 100.00% (521,673 of 521,673)

Visits vs. Select a metric

Hourly Day Week **Month**

Visits



60,523 people visited this site

Visits

521,673

Unique Visitors

60,523

Pageviews

653,747

Returning Visitor New Visitor



ROI Reporting

Analytics measure results

