How to Market Your Startup in 2020
2001

Carnegie Mellon University

2001 - 2008

Niche

2008 - 2016

Branding Brand
Aiken House

PARTNERSHIPS, ADVISING, INVESTING & CONSULTING
Marketing is needed everywhere.
Traction Matters Most Here.
FAKE IT TILL YOU MAKE IT.

DECK
SITE
BLOG
PROTOTYPE
SOCIAL
PR
What does a marketing team look like at a large organization?

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

**Branding & Design**
- Designer
- Copywriter
- Video

**Roles**
- CMO
- Director of Marketing
- Creative Director
Marketing Tactics
- SEO
- Social Media
- Social Media Ads
- Email
- PPC
- Native Ads
- Display
- Influencers
- Forums

Skills Needed
- Project Management
- Branding
- Writing
- Design (or Video)
- Analytics
- Development
Experience

TRIAL AND ERROR, BUT MOSTLY ERROR. LIKE, A SHITLOAD OF ERROR.

WELL THAT WORKED

TIME TO GET THE F*** OUT OF HERE
Strategy aimed at results

ONE DOES SIMPLY NOT HAVE ONLINE MARKETING...

WITHOUT HAVING A STRATEGY
Writing
Design
Analytics
Branding
Project Management
Project Manager

Gets shit done / keeps things organized & on budget

Brander

Creates & evolves campaign strategy

Analyst

Tracking, reporting, optimization

Designer

Makes things pretty

Writer

Makes words pretty
We need ....
More ....
Social Media

Founder
(you)

Project Manager

Brand Strategist

Analyst

Designer

Writer
What happens next?

**Strategy** - Start posting cool things about the company and product

**Branding** - stay on brand

**Writing** - make it sound good

**Design** - make it pretty

**Analytics** - track?

**Development** - none really needed, maybe some tracking stuff

**Project Manager** - makes sure ball isn’t dropped
Why GiftYa?

Text a personalized e-gift within seconds for any national or local merchant, securely connected to your recipient's Visa or Mastercard.

Try it now! Get a $5 free gift

Enter city or zip code

Search

Gifting for the new millennium.

- Text a GiftYa to a recipient in your cellphone.
- Personalize the GiftYa with a photo or video.
- Choose any merchant, anywhere in the country.
- Deliver the GiftYa immediately or schedule for a later date.
- Connect the GiftYa to a Visa or Mastercard so it cannot be lost or stolen.

Watch how it works

Hi, I am Jason Wolfe. I am the founder of GiftYa, former founder of GiftCards.com, and lifelong entrepreneur and philanthropist. I began my life growing up in the Milton Hershey School in Hershey, PA. Milton Hershey School was started by the founder of Hershey Chocolate – Milton Hershey. He left his entire fortune when he passed away in 1945 to his orphanage he started in 1909. In this school I learned about philanthropy. Hershey gave away his entire fortune and invested much of his life into helping needy children. Today they serve over 2,000 students. Maybe there is a reason I am in the gifting business, to give back as I was given by Hershey, who knows. But today, we are trying to provide a better alternative to gift
GiftYa

Text a personalized eGift within seconds to any national or local merchant in the U.S.
Linked directly to your recipient’s Visa or Mastercard.
www.giftya.com/promotions

FUN FACT

26% of Americans plan to have New Year’s resolutions in 2020.

“GiftYa changes the gifting space in a very good way. As a brand, we don’t have to do anything...it just works. It makes it easy for people to give in the moment.”

“Alright, who wants to do the honors? Place your order.”

74 views
How about we try this Content thing?
CONTENT IS

Creation

Promotion

Conversion
What’s the Strategy?

Write **amazing** content that is **shareable** on social media so that it can also **rank** on google and get **recurring** free traffic that we can **convert** into customers.
How valuable is a top 5 result?
SEO (Search Engine Optimization) vs Paid Ads
Assuming similar budget
**Google ALGORITHMs**

As of March 2019

**Panda**

*Panda 4.2 Update: July 18, 2015*

This update was released to focus on spammy links and low-quality content. This update was welcomed by all the sites that were penalized by Panda 4.1 however rectified the issues to get out of the pack. Panda 4.2 did a recheck of all the sites and the sites that performed well were stopped being triggered.

**Penguin**

*Penguin 4.0 Update: Sep 23, 2016*

The update was integrated into Google's core ranking algorithm used to evaluate the site(s) while crawling it. The site started gaining its rank back after the issues that were responsible for a dip in their rank were resolved. The second change was that it stopped penalizing the entire website for the spam signal and started the individual page analysis.

**Hummingbird**

*Hummingbird Update: Aug 21, 2013*

This update was released for the motive of focusing on the semantic search. The specific goal is to offer more relevant and personalized results on the basis of trends/pattern, location, and online behavior.

**Fred**

*Google Link Quality Update: Mar 09, 2017*

The update was related to the link quality. This update targeted sites that were over advertising. This used to attack the sites with more ads advertised to collect extra revenue and gave the inferiority complex to the content.

**Pigeon**

*Google Local Algorithm Expands: Dec 22, 2014*

Pigeon Google search algorithm aimed to offer better local search results by rewarding local businesses that have a strong organic presence with better visibility in traditional search, similar to the visibility a business may have seen previously in Google Maps.

**RankBrain**

*RankBrain Related Search Update (Undisclosed): Dec 10, 2015*

This update boosted Google's special SERP features resulting in an increase in the number of SERP's containing related search as well as the improvement in the word count of related search phrases averaged.

**Mobile**

*Speed Update Release (Mobile): July 9, 2018*

Google thought of releasing Speed update that forces the sites to improve the page speed on mobile so that it loads faster. This update is only for the sites that are extremely slow wherein the minor changes will not change the ranking on Google search. The markable changes need to be released so that Google notices the difference and rank the sites better.
Longtime Google engineer Matt Cutts is joining the Pentagon's digital team

Another Googler goes to the government

By Nick Bert | @nbert | Jun 30, 2016, 4:25pm EDT
Source: Matt Cutts Blog | Via Amr Deen (Twitter)

Matt Cutts, a 16-year Google veteran who authored the company’s SafeSearch content filter, is taking a leave from the search giant to work on the Pentagon’s Defense Digital Service. The division, formed last fall, is looking for people who are interested in working with technology to improve government IT infrastructure.

Matt Cutts, a 16-year Google veteran who authored the company’s SafeSearch content filter, is taking a leave from the search giant to work on the Pentagon’s Defense Digital Service. The division, formed last fall, is looking for people who are interested in working with technology to improve government IT infrastructure.

"Over the last couple years, I’ve seen more and more people in technology trying to make government work better. They’re idealists who are also making a large impact. These are people that I respect — some of them worked to fix HealthCare.gov, for example," Cutts wrote. "From talking to many of them, I can tell you that their energy is contagious and they’re trying to improve things in all kinds of ways." Cutts is moving to Washington, DC for the gig, and says it may last a few months, it’s unclear exactly what he’ll be working on at the agency.

"THEY'RE IDEALISTS WHO ARE ALSO MAKING A LARGE IMPACT."

Cutts is the latest Google employee to transition, albeit temporarily, to a role in government. Megan Smith, the current chief technology officer for the Obama Administration, was...

"Just add value to the Internet"
Write **amazing** content that is **shareable** on social media so that it can also **rank** on google and get **recurring** free traffic that we can **convert** into customers.
Let’s get more tactical

- Giftcards are universal
- People with money buy them
- We wanted to start local
- Write content around local things you do where you spend money
- Restaurants, Salons, Events, etc
- Turn some of that traffic into app downloaders
Content Creation
How to Create Awesome Content

Keyword Research

Competitive Analysis

Write a 2,000 word article that adds value to the internet

Design it Beautifully

Ensure a strong CTA
Goals of the Article

Not Self Promotional
Relevant
Useful
High Time on Page
Low Bounce Rate
Beautiful
Shareable
Commentable
Think about what a user is going to type.

Matt Cutts
# Keyword Research

Recurring Traffic!!!!!

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<th>Competition</th>
<th>Ad impression share</th>
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Competitive Analysis

The 15 Best Places for Sushi in Pittsburgh - Foursquare
Sep 12, 2019 - The 15 Best Places for Sushi in Pittsburgh. PPG Paints Arena. 1001 5th Ave, Pittsburgh, PA. Wholey’s Fish Market. 1711 Penn Ave, Pittsburgh, PA. Penn Avenue Fish Company. 2226 Penn Ave, Pittsburgh, PA. Eleven. 1150 Smallman St, Pittsburgh, PA. Monterey Bay Fish Grotto. 1411 Grandview Ave, Pittsburgh, PA. The Cheese...
Write a much better article than the competition

Andy's Sushi Bar

Great sushi from a Pittsburgh staple!

If you're feeling adventurous, opt for one of the chef's specials, such as the sushi donut or the sushi crispy taco for a different way to consume the largely traditional dish — in this case with your hands. Mount Everest also offers poke bowls, which are chopped raw fish over rice with veggies.

Order online, over the phone, or in person for takeout, or sit down upstairs to be served something of off the versatile menu. You can also have it delivered via Grubhub or Postmates!

“...This place is my go-to sushi place in all of Pittsburgh. I have tried other places but nothing comes close to Mount Everest. Everything is always fresh and the staff is so friendly.” - Yelp review

headline / subheadline / internal & external links / visuals / diagrams / CTA / etc

high page session duration / low bounce rate / useful / shareable / etc
Content Promotion
How to Promote Awesome Content

Facebook Ads

Google Ads

Influencers

**Spend $25 - $100 tops**
I Love Facebook Ads

Cheap
Beautiful
Shoutouts
Organic & Paid
Creates Discussion
Drives Traffic

Traffic = High Rankings
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## Organic Traffic

- **1,958/month**

- **All time**
- **One year**
- **Last 30 days**

### Organic Keywords

- **3,116**

- **Total** 3,116
- **#1-3** 36
- **#4-10** 275
- **#11-100** 2,805

### Traffic Value

- **$2,111**

---

### Top Keywords

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</table>
Tools to grow your search traffic, research your competitors and monitor your niche

Ahrefs helps you learn why your competitors rank so high and what you need to do to outrank them.

Start a 7-day trial for $7

The tools you get with Ahrefs

We add new tools and features regularly.
Improve your performance on Google Search

Search Console tools and reports help you measure your site’s search traffic and performance, fix issues, and make your site shine in Google search results.

Optimize your content with Search Analytics

See which queries bring users to your site. Analyze your site’s impressions, click-through rates, and position on Google Search.

Get your content on Google

Submit timestamps and individual URLs for crawling. Review your index coverage to make sure that Google has the freshest view of your site.

Get alerted on issues and fix your site

Receive email alerts when Google identifies issues on your site. See which URLs are affected by these issues and tell Google when you’ve fixed them.
This tactic can be used for any business
Kellee Maize, Contributor

Kellee Maize is an internationally-renowned independent rapper/singer, motivational speaker, activist, and entrepreneur based in Pittsburgh, PA.

How I “Made It” in the Music Industry: My Top 10 Tips

03/25/2014 07:18 pm ET | Updated Dec 06, 2017

First off, by “Made It,” I don’t mean filling up arenas or the sort of unlimited abundance that could “make it rain” everyday. I mean making music a full-time focus that pays bills, so that you can start doing what you love.
How To Make It In The Music Industry - Forbes
Feb 13, 2019 - Walter Tucker worked two unpaid internships while attending grad school in NYC in order to break into the music industry. He then founded the ...

How to Jumpstart Your Music Career - The Balance Careers
Nov 20, 2019 - Here are five ideas to breathe new life into your music career and to make sure you are building a foundation for long-term music industry ...

How I "Made It" in the Music Industry: My Top 10 Tips | HuffPost
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| getting your music out there                 | 5      | 30 | 25  | 1.50    | 7 13     | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003
| getting music out there                      | 5      | 20 | 33  | 1.50    | 6 13     | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003
| how to get your music out                    | 7      | 30 | 31  | 1.60    | 8 12     | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003
Conversion & Optimization
How to Optimize

Analyze data
Tweak content
Enhance content
Measure results
Finds new topics to write about
Collect Email
Retargeting
How to Develop a Content Strategy: A Start-to-Finish Guide

Written by Justin Mork @justinmork
HubSpot also recommends the extensive content marketing workbook.

Whether you’re just starting out with content marketing or you’ve been using the same approach for a while, it might be time to revisit your content strategy plan. Let’s here’s how.

After all, you’ve got more competition than ever. According to the Content Marketing Institute, the most successful B2B marketers report spending 40% of their budgets on content marketing at an average of 10% from 2017.

The first step to getting a leg up on the competition is to have a solid, smart content marketing plan in place. If you’re having trouble planning for the upcoming year or need some fresh ideas to include in your plan, read on.

Click here to sharpen your skills with the help of our content marketing workbook.

In this post, we’ll touch on:
- Why your business needs a content marketing plan.
- The exact steps you will need to take to create your strategy, including:
  - How your content can generate leads.
  - How (and where) to publish on social media.

What Is Content Strategy?

Content strategy refers to the management of pretty much any tangible thing that you create and even written virtual, downloadable things, which means all the pieces of your marketing plan that continuously demonstrate who you are and the expertise you bring to your industry.

Some famous content is not the result of an active business, but as you’ll see throughout this post, it needs to have a valuable outcome. When you develop a content strategy, there are some tips you should consider:

Whom You’re Creating Content For

7. Publish and manage your content.

Your marketing strategy should go beyond the types of content you’ll create—it should also cover how you’ll organize your content. With the help of an editorial calendar, you’ll have the right tools for publishing a well-balanced and diverse content library on your website. Then, create a social media content calendar so you can promote and manage your content on other sites.

Many of the ideas you’ll find in this post are just as relevant months from now as they are today. That being said, you shouldn’t ignore timely topics ever. While they may not be the bulk of your editorial calendar, they can help you generate spikes of traffic.

Most people count on incorporating popular holidays such as New Year’s and Thanksgiving in their marketing efforts, but you don’t have to limit yourself to these important marketing ideas. If there are notable holidays that might appeal to your audience, it could be worth publishing content on your blog or on social media. HubSpot’s Resource Blog Kofi Ohene-Antwi compiled the ultimate list of social media holidays—keep an eye on it when you’re planning your calendar.

We know this is a lot of information, but the work has just begun. It takes time, organization, and creativity to grow a successful content marketing strategy.
How can we optimize the content?

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THE BEST Sushi in Pittsburgh - TripAdvisor

Best Pittsburgh, Pennsylvania Sushi: Find TripAdvisor traveler reviews of Pittsburgh Sushi restaurants and search by cuisine, price, location, and more.

blog.giftya.com › article › 8-best-sushi-restaurants-in-pittsburgh

8 Best Sushi Restaurants in Pittsburgh - GiftYa

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How can we optimize the content?

Andy's Sushi Bar
Great sushi from a Pittsburgh staple!

8 Best Sushi Restaurants in Pittsburgh

If you’re feeling adventurous, opt for one of the chef’s specials, such as the sushi donut or the sushi crispy taco for a different way to consume the largely traditional dish — in this case with your hands. Mount Everest also offers poke bowls, which are chopped raw fish over rice with veggies.

Order online, over the phone, or in person for takeout, or sit down upstairs to be served something of off the versatile menu. You can also have it delivered via Grubhub or Postmates!

“This place is my go-to sushi place in all of Pittsburgh. I have tried other places but nothing comes close to Mount Everest. Everything is always fresh and the staff is so friendly.” - Yelp review

Add more restaurants, add stronger CTAs for Giftya, get people to comment ...
Recap
Strategy Recap

1. Keyword Research & Competitive Analysis

2. Write Awesome Content

3. Promote it

4. Watch Rankings Grow

5. Optimize it for more traffic and higher conversion
Investment
Into 1 article
$120

Results
100 visitors a month

Month 1 - $1 CPC
Month 2 - $.50 CPC
Month 3 - $.25 CPC
Month 4 - $.12 CPC
Etc ...

Customers
After 4 months
Can you convert at 2%?
2% conversion = 8 customers
CAC: $15