

Growth Marketing for Startup in 2022

SEO EDITION

Marketing

Product

Sales

Service

Operations

Finance

Legal

**Traction
Matters Most
Here.**

Cold Marketing Tactics

SEO

PPC

Display

Social Media Ads

Email

**We need a
podcast.**



**Founder
(you)**

**We need to
post more
on social.**

**These are not
cold marketing
tactics**



COLD

People that have never heard of you

WARM

Website Visitors / Email Subscribers /
People that engaged with your ad

HOT

Purchasers / Word of Mouth Spreading People



**REALLY
HOT**

Repeat Purchasers / Brand Loyalists / Followers



Cold Marketing Tactics

SEO

Trying to rank your site high for a keyword that will help you earn business

PPC

Paying google for a search engine ad on the keyword you want to rank for

battery powered toothbrush




[All](#) [Shopping](#) [Images](#) [News](#) [Videos](#) [More](#)


Tools

About 7,590,000 results (0.87 seconds)


Ads · Shop battery powered toothbrush




Oral-B Clic
Toothbrush...
\$14.99
Target
★★★★★ (504)




Oral-B Pro-Health...
\$14.97
Amazon.com



Colgate, 360
Optic Sonic...
\$4.96
Amazon.com



quip Copper
Metal Electri...
\$40.00
quip
★★★★★ (9k+)



Philips One by
Sonicare...
\$24.95
Amazon.com

PPC

Ads

Up to 6% Market Share

<https://www.amazon.com> › Oral-B-Pro-Health-Clinical-...

Oral-B Pro-Health Clinical Battery Power Electric ...

Oral-B AA **Battery powered toothbrush** with replaceable brush heads reaches deep to remove plaque between teeth. (Batteries included); Precision clean brush ...

Item Dimensions LxWxH: 1.5 x 1.5 x 9.45... Color: Multi

Item Weight: 5.29 Ounces

★★★★★ Rating: 4.5 · 11,954 reviews · \$12.99 · In stock

[Replacement Toothbrush...](#) · [Beauty & Personal Care](#) · [Oral-B Pro-Health Clinical...](#)



SEO

#1 Organic Result

40% Market Share

People also ask

Which battery-powered toothbrush is best?



Are battery toothbrushes any good?





Cold Marketing Tactics

Display

Putting your ad / content on other people's websites

Social Media Ads

Putting your ad on other people's feeds

Love at first brush
Try for 30 mornings and nights.

quip



TRY NOW

Advertisement

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



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

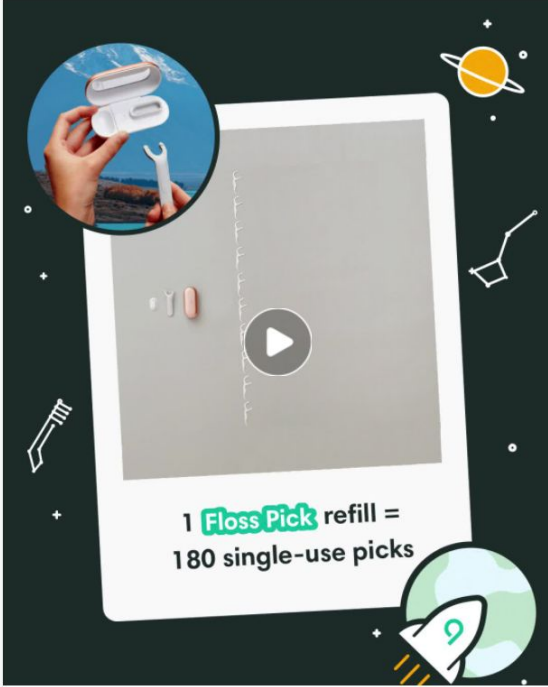
Oprah explains why she is campaigning for Stacey Abrams today



Display Marketing

quip
Sponsored
ID: 571759690498995

Lead your next great adventure with a lighter (oral health) footprint 🌱
Did you know one Floss Pick refill replaces 180 disposable plastic picks (that's 720 picks over a year!) so you're covered from city to beach to campsite for months to come! 🏕️🌊



1 **Floss Pick** refill =
180 single-use picks

GETQUIP.COM
Pick the road to cleaner teeth (& planet)
Shop quip now

Shop now

Social Media Ads

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

Shop on Website

Like

Message

quip

Product/service

Photos

See all

Videos

See all

Page transparency

See all

Related Pages

Here One

Wanderfull

Jourmy

Add your business to Facebook

Create Page

Write a comment...

Charles Joshua Strait

Really wish I could pick up refills at target or another local vendor for a comparable price as the auto ship option. Would be way more convenient to be able able pick up new heads as needed (every 7-8 weeks for me) and waste less packaging materials and other resources.

Like Reply 23w

quip

We are always looking for ways to reduce our environmental impact. Please feel free to DM us including your email address for your account, and we'd be happy to look into this further.

Like Reply 23w

View 17 more comments

quip

March 7, 2021 ·

Start 'em brushing young. (👶 @nativefolk)

31

10 Comments

Like Comment Share

Write a comment...

Blythe A Andrews

Now that is the cutest photo I've ever seen!!!! I love seeing gorgeous mamas and their babies! ... See more

Like Reply 41w

View 3 more comments

quip

March 6, 2021 ·

It's National Dentist's Day "and" Women's History Month, and Leonie von Meusebach-Zesch is one of the most interesting women you can read about — who happens to be a dentist. She worked as a dental surgeon for the US Army, helping in relief

When you send a message, will see your public info.

Page transparency

Page information for quip

quip

Product/service

Organizations that manage this Page

quip NYC, Inc. is responsible for this Page.

This is a person or organization that has completed our verification process and claimed responsibility for this Page.

quip NYC, Inc.

Brooklyn NY, 112011085 United States of America

Page history

Changed name to quip

January 24, 2015

Changed name to Quip

August 7, 2014

Page created - Get Quip

July 25, 2014

People who manage this Page

Primary country/region location for people who manage this Page includes:

United States (32)

Ads from this Page

This Page is not currently running ads.

This Page has run ads about social issues, elections or politics.

Go to Ad Library

Find support or report Page

Close

Cold Marketing Tactics

Email

1:1 Personalized Emails



10 Cold Email Examples & Why They Work [2021]

By [Sophia Seltenreich](#)

October 21, 2020 |

[Cold Emailing](#) | [Email Tips](#) | [Templates](#) |

567,001 reads



LinkedIn



Twitter



Facebook

Pop quiz. What is the first goal of any cold email?

To get it read.

Makes sense, right?



So what's the primary goal of your first sentence?

Contact Mining

Cold Email

Use Tools such as Yesware or Gmass

Learn The Art of Writing a Cold Email

These are NOT Cold Marketing Tactics

Email Newsletters

Podcasts

Youtube Videos

Social Media Posting

Webinars

White Papers

Blog Articles (Unless SEO driven)

But they are bait to use for cold marketing

Cold Marketing Tactics

SEO

PPC

Display

Social Media Ads

Email

Cold Marketing Tactics

😍 SEO - takes a long time

😐 PPC - expensive, immediate

🤮 Display - waste of money

😍 Social Media Ads - expensive, immediate

😍 Email - cheap, immediate, contact mining

COLD

People that have never heard of you

WARM

Website Visitors / Email Subscribers

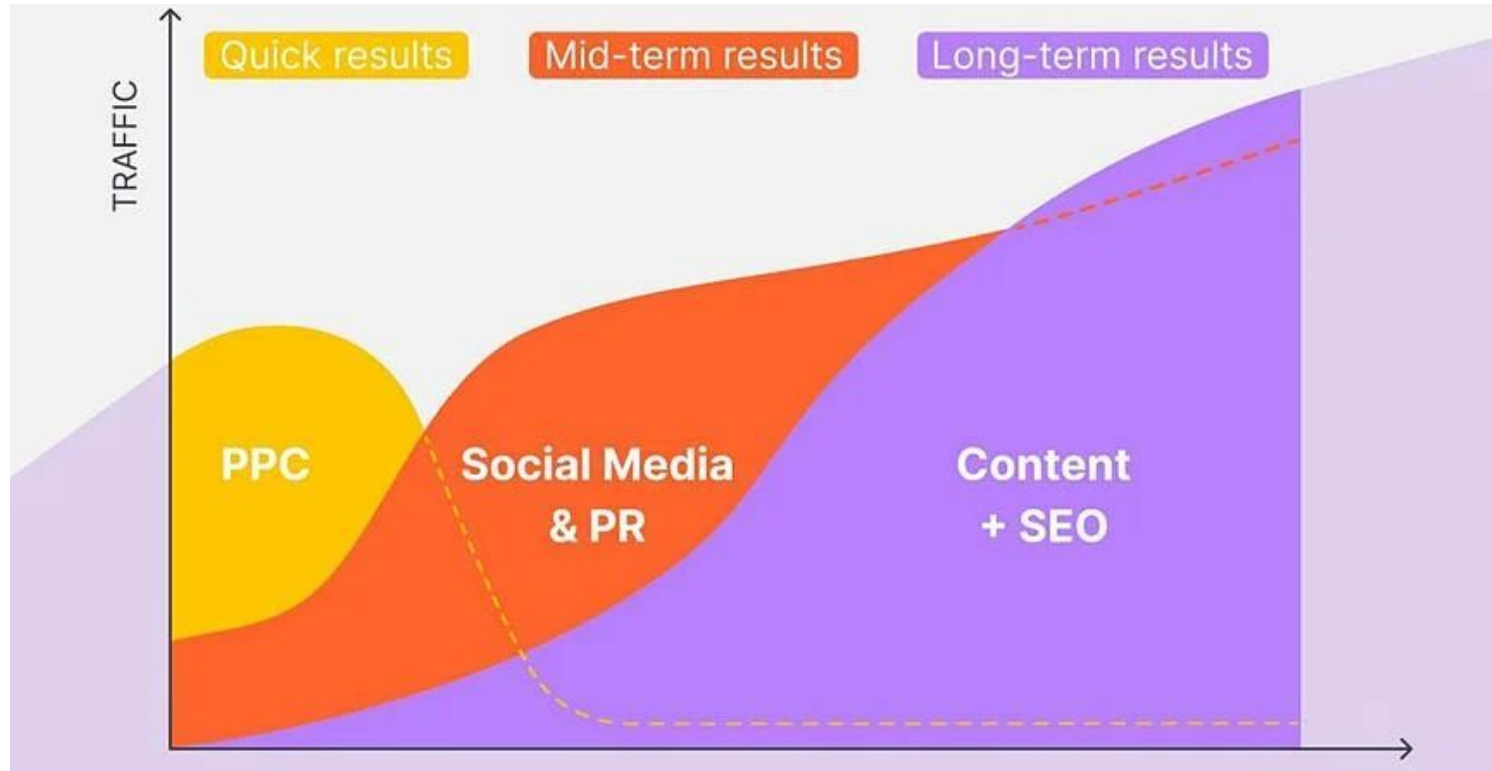
HOT

Purchasers / Word of Mouth Spreading People

**REALLY
HOT**

Repeat Purchasers / Brand Loyalists / Followers

Ads are expensive, but immediate. Social is hard. SEO takes time, but ends up being cheaper in the long run





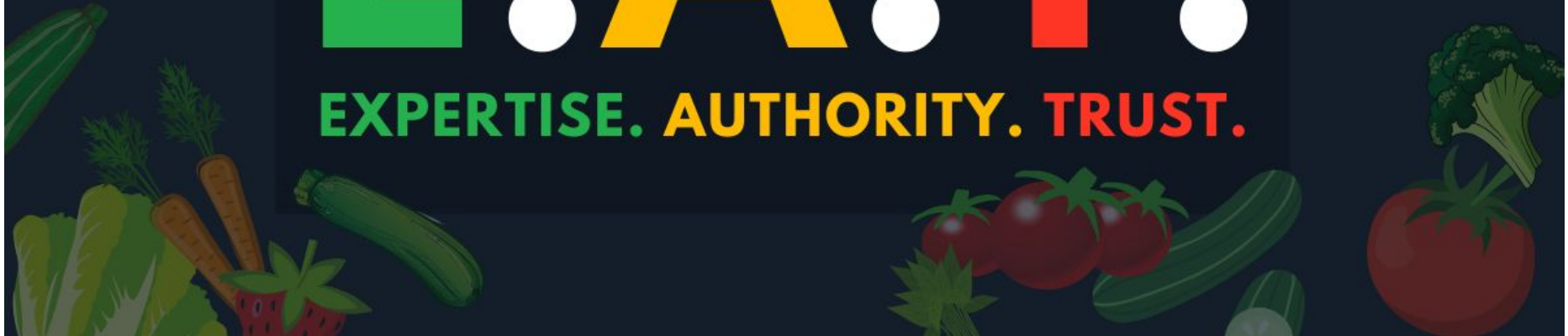
designed by  freepik.com

The Internet makes SEO seem complicated

Google

E.A.T.

EXPERTISE. AUTHORITY. TRUST.



HIGH VOLUME
HIGH COMPETITION

Short Keyword Phrases
"dresses"

Mid-Length Keyword Phrases
"Red dresses"

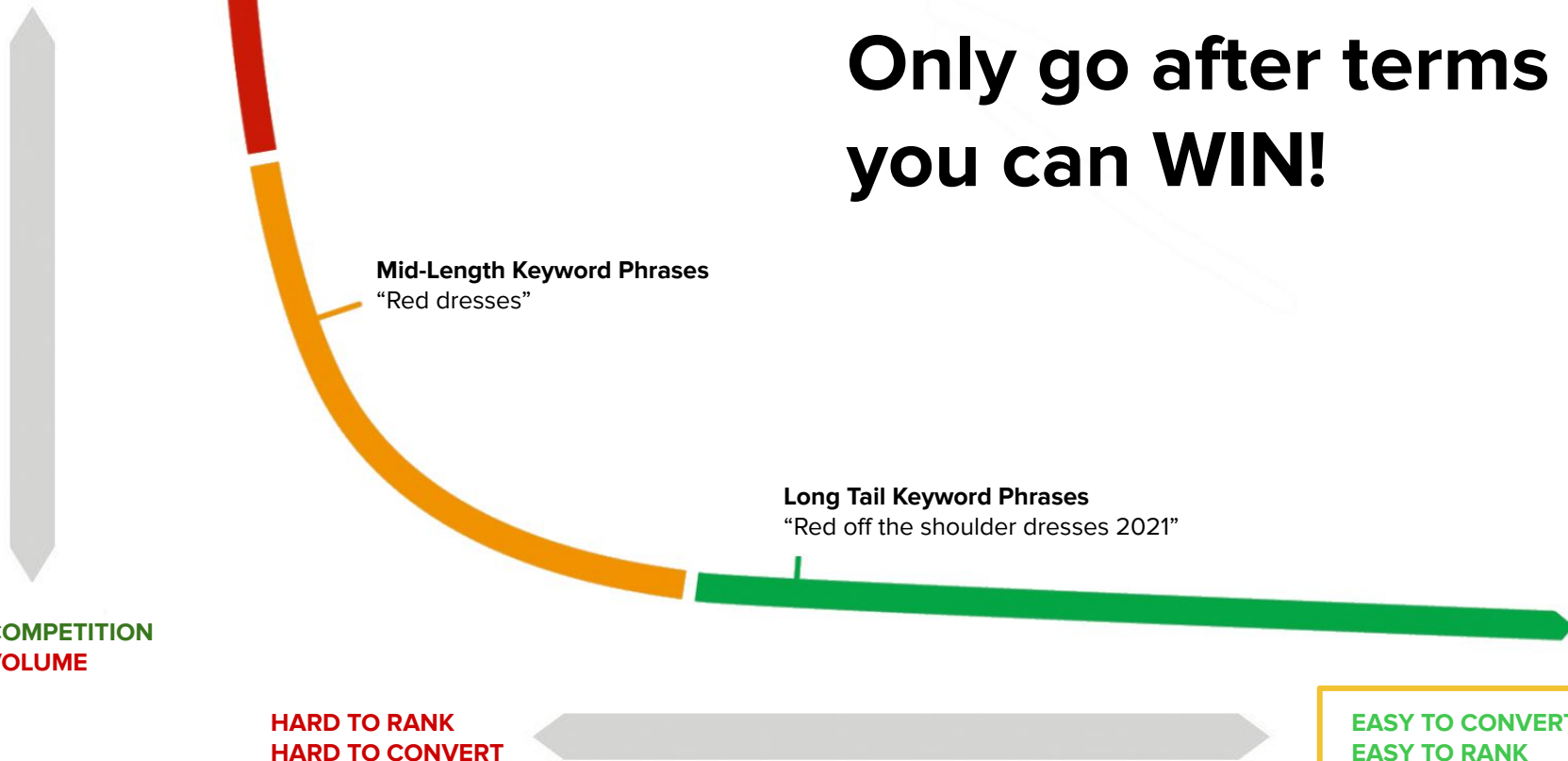
Long Tail Keyword Phrases
"Red off the shoulder dresses 2021"

LOW COMPETITION
LOW VOLUME

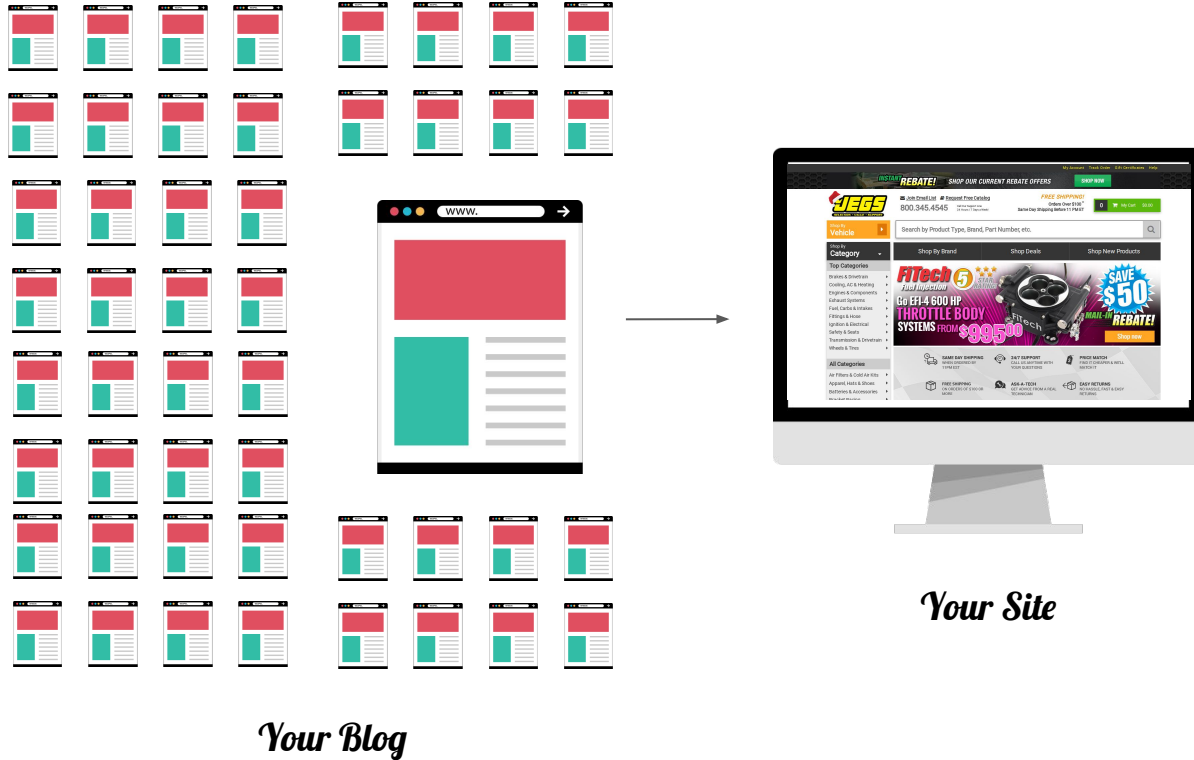
HARD TO RANK
HARD TO CONVERT

EASY TO CONVERT
EASY TO RANK

Only go after terms you can WIN!



Every new piece of content created is like a new salesperson sitting on organic search results collecting new traffic.



SEO in 2022

(assuming you have a website)

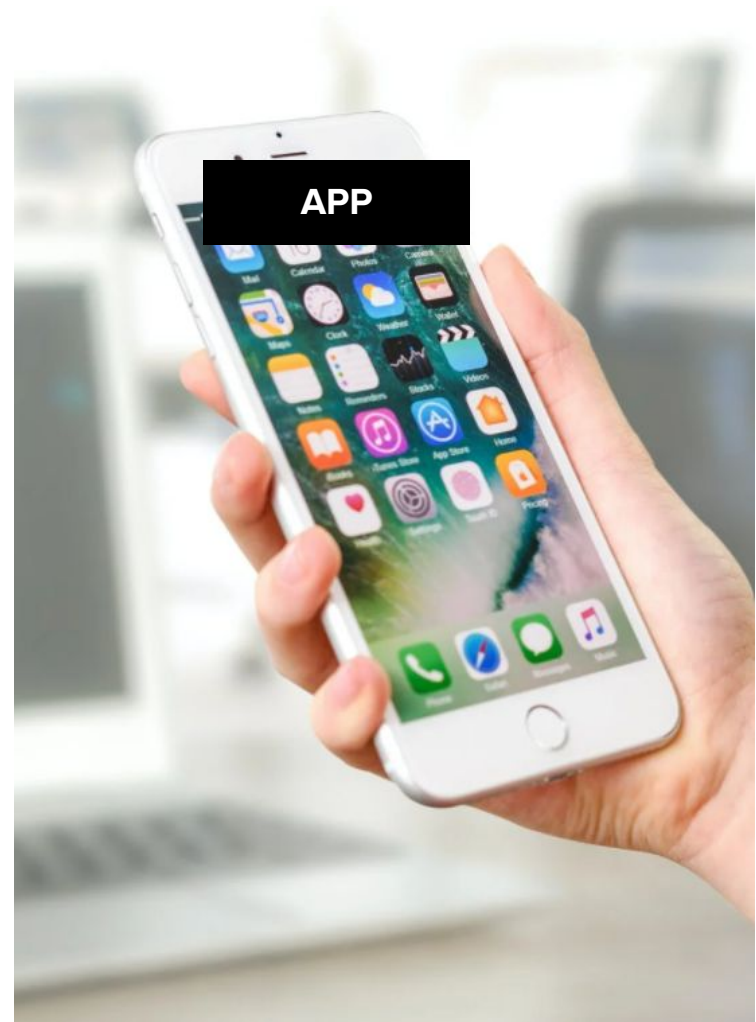
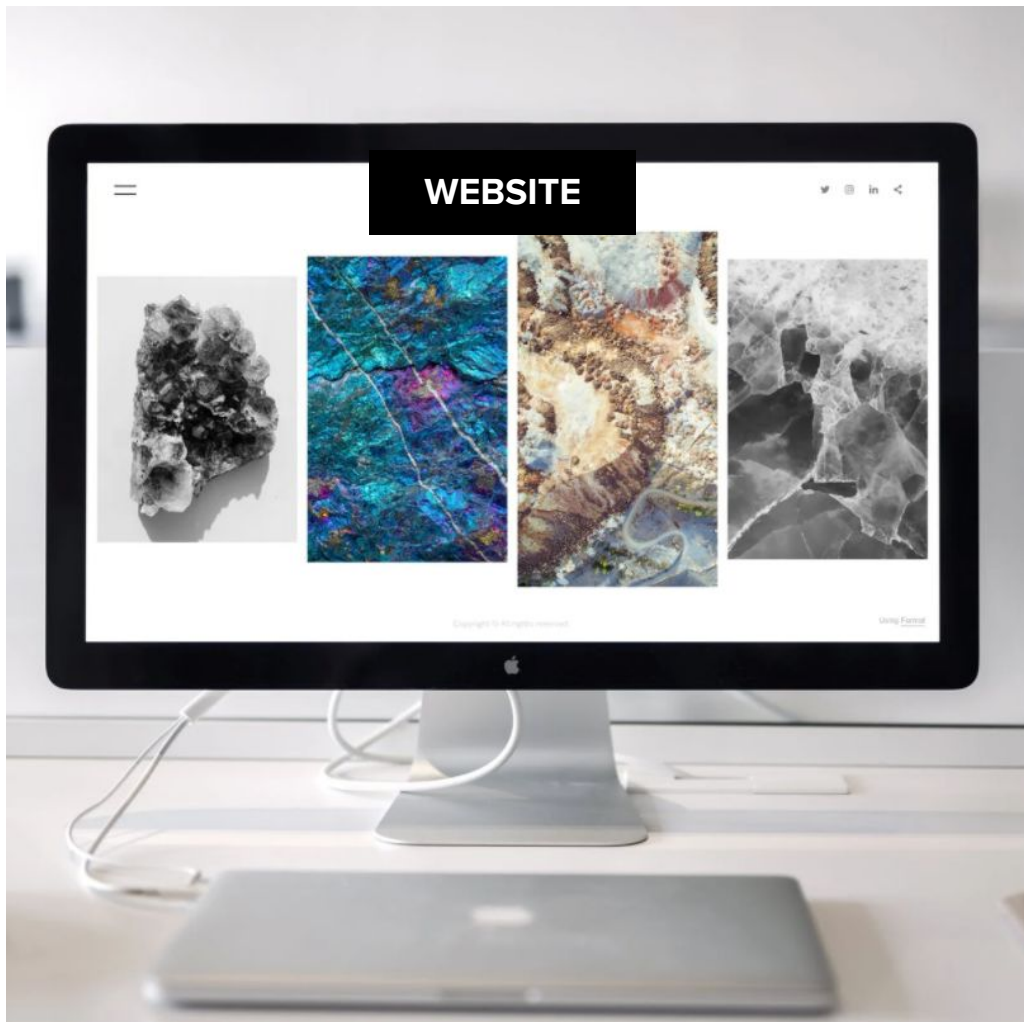
Research the Keyword

Analyze the Competition

Outdo the Competition

Me-2-U

An app that finds
the human
connection path
between any two
people.



Me-2-U

Website: Content,
slowly build readers
and subscribers

App: Ready for
Primetime

SEO in 2022

(assuming you have a website)

Research the Keyword

Analyze the Competition

Outdo the Competition

Broaden your search:

+ friends

+ to make friends

+ social networks

+ where to make friends

+ how to find love

+ how to make fringe

+ how to make soap

[REFINE KEYWORDS](#)

Exclude adult ideas

ADD FILTER

1,186 keyword ideas available



Keyword view



<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> how to make friends	33,100	-18%	+22%	Low	—	\$0.96	\$2.11	
Keyword ideas								
<input type="checkbox"/> how to meet new people	6,600	-19%	+50%	Medium	—	\$1.04	\$2.64	
<input type="checkbox"/> how to make new friends	4,400	-18%	0%	Low	—	\$0.84	\$2.07	
<input type="checkbox"/> how to make friends online	4,400	0%	-18%	Low	—	\$0.79	\$1.75	
<input type="checkbox"/> how to make friends in a new city	5,400	-33%	+52%	Low	—	\$1.01	\$3.36	
<input type="checkbox"/> how to make friends as an adult	5,400	+22%	+175%	Low	—	\$1.17	\$3.65	
<input type="checkbox"/> how do i make my facebook private	3,600	0%	+24%	Low	—	\$2.20	\$3.49	
<input type="checkbox"/> how to meet people	2,400	0%	+50%	Medium	—	\$1.08	\$2.42	
<input type="checkbox"/> how to make friends list private on facebook	3,600	0%	+83%	Low	—	—	—	
<input type="checkbox"/> how to make your friends list private on facebook	2,900	+22%	+132%	Low	—	—	—	
<input type="checkbox"/> how do you make friends	1,300	-12%	0%	Low	—	\$0.76	\$2.00	
<input type="checkbox"/> how to meet new friends	1,000	-18%	0%	Low	—	\$0.99	\$2.81	
<input type="checkbox"/> how to make more friends	1,000	-12%	0%	Low	—	\$0.97	\$2.00	
<input type="checkbox"/> how do i make friends	1,300	-32%	0%	Low	—	\$0.97	\$2.25	
<input type="checkbox"/> how to make friends when you have none	720	-33%	-45%	Low	—	\$1.11	\$2.79	
<input type="checkbox"/> how to find new friends	720	0%	0%	Low	—	\$0.88	\$2.24	

how to make friends



All



Books



Videos



Images



News



More

Tools

About 4,390,000,000 results (0.59 seconds)



Here are my 10 personal tips to get new friends:

1. Realize your fear is in your head. The first step is to develop a healthy mental image of meeting new people. ...
2. Start small with people you know. ...
3. Get yourself out there. ...
4. Take the first step. ...
5. Be open. ...
6. Get to know the person. ...
7. Connect with genuinity. ...
8. Be yourself.

[More items...](#)

<https://personalexcellence.co/blog/new-friends>

[10 Tips to Make New Friends - Personal Excellence](#)



About featured snippets



Feedback

People also ask

What do you do if you have no friends?



How do I make new friends?



Why can't I make friends?



What is the easiest way to make friends?



Feedback

<https://www.wikihow.com/.../Forming-Friendships>

[Easy Ways to Make Friends - wikiHow](#)

Project the good, unique qualities about yourself. Show others what makes you stand apart from the crowd. Talk about your interests and hobbies. Share a little ...

Analyze the top 3 results

Can you write a better article?

If so, write!

If not, skip

What makes a great blog?

FOR SEO

Well-written & Clear

Keyword Driven in the Title and Content

2000-3000 words

Internal Links

External Links

Embeds

Images with alt text

Diagrams with alt texts

Author Profile

10 Tips to Make New Friends

by Celes | People Skills



This article is available for download as a free PDF ebook. Click the button below to download.

DOWNLOAD FREE EBOOK HERE

10 Tips to Make New Friends

PersonalExcellence.co



Hi Celes, I have a small group of friends as I'm a shy person. I'm not really confident enough to go out and meet new people. I would like some advice on how I can meet new people and get more friends. — John

Making new friends can be intimidating, but it's definitely rewarding. After all, friends form a big part of our life for most of us. They are the ones who walk through life together, share our ups and downs, and pains and joys. Without friends, life wouldn't

form a big part of our life for most of us. They are the ones who walk through life together, share our ups and downs, and pains and joys. Without friends, life wouldn't be the same at all. We wouldn't be who we are if not for them.

If you are looking to make new friends, you have to get clear on what kind of friends you want to make. Broadly speaking, there are 3 types of friends:

1. **"Hi-Bye" friends** (or acquaintances). These are the ones you see at school/work because the context calls for it. You say hi when you see each other and you say bye at the end of the day, but that's about it. The relationship never lasts when the context is removed, i.e. when you graduate from school or leave the workplace.
2. **Regular friends**. Social, activity buddies you meet up every now and then to catch up or hang out with. You can generally talk about regular topics under the sun.
3. **True, soul friends** (or best friends). People you can talk anything and everything with. You may or may not meet up every day, but it doesn't matter as the strength of your friendship is not determined by how frequently you meet up — it's more than that. These are the friends you can trust to be there for you whenever you need them, and they will go the extra mile for you.

Most of us are looking to make regular friends and if possible, true, soul friends. We probably have a lot of hi-bye friends — more than we can count. The ratio of my hi-bye friends, normal friends, and true, soul friends is about 60-30-10%. Over the years as I meet more and more people, it has become more like 75-20-5%. I suspect it's about the same for other people too, with a variance of about 5-10%.

Advertisement



3000 words

No design

Not many external links

Author Bio

Big Blog

Me-2-U

**Write more content that
wins more keywords**

Get recurring traffic

**Convert traffic into APP
downloads when ready**

Every new piece of content created is like a new salesperson sitting on organic search results collecting new traffic.

