

Oct 2022

Startemup & Local Street

How to Market for a Small Business



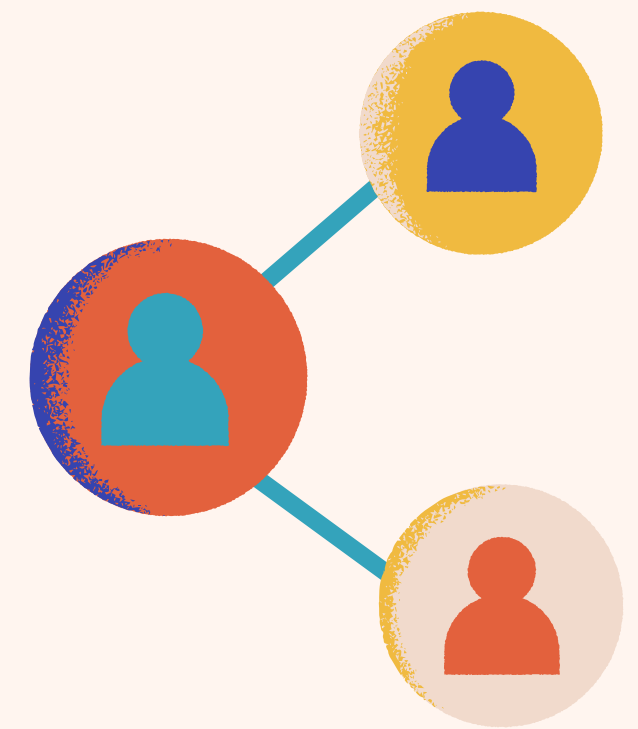
Meeting Agenda



- Where to Start
- Creating a Strategy
- Creating a Support System

••• Where to Start

How to get going...



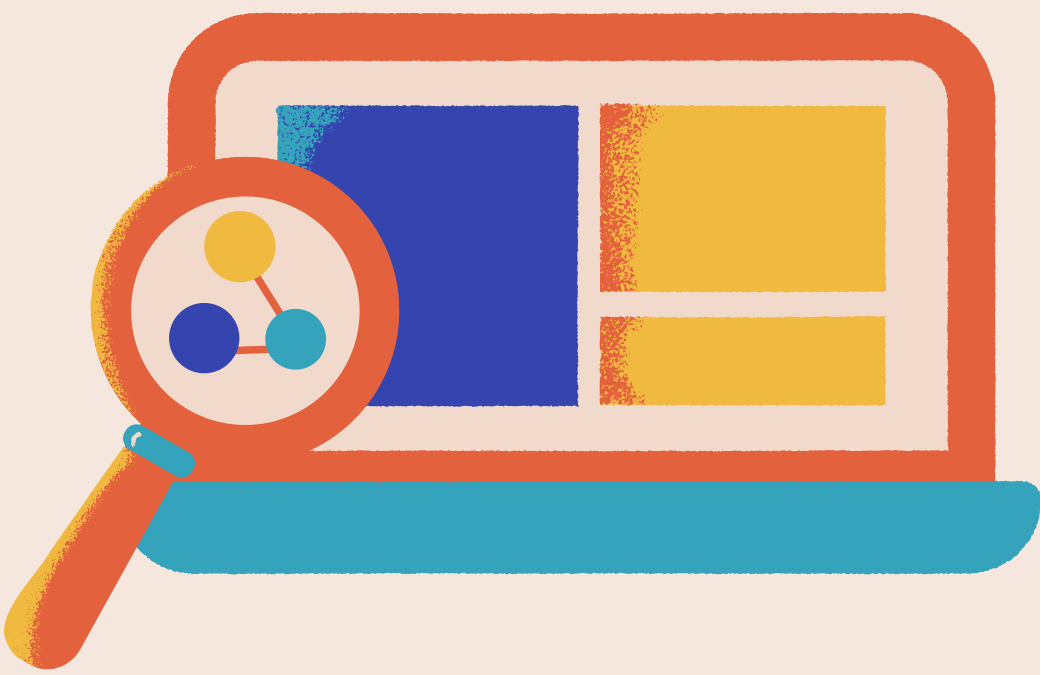
GET YOUR STORY STRAIGHT!

Who are you?

Why did you start this company?

What are you selling?

What are your values?



How do you want to present yourself to the world?

Will you be the face of your brand or will it have its own personality.

There are no wrong answers!

Your starting story can be whatever you make it!

Maybe it's not glamorous, pick your favourite parts and stick to them.

Don't go overboard by selling too many things out of the gate.

Prove your concept and get some things out the door before you add more products.

Oh Values..

Now this one will evolve with you and the brand (trust me!) but it's good to have a think about some of the core values your company is going to have and how that will effect who and what you work with (sourcing material and teams!).

TIPS



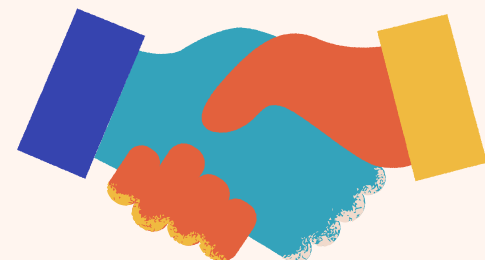
What is your Unique Selling Point?



Why should someone buy from you instead of anyone else?

- Lowest cost?
- Best quality?
- Most convenient?
- Best price/quality ratio

If you don't have one.. back to the drawing board!



Who is your target audience?



Who's problems does your product or service solve?

Let's go through some questions to find your Target Audience.

Outline a Basic Target Audience :

What is their age?

What is their gender?

What is their marital status?

What are their hobbies/interests?

Where do they live?

What industry do they work in?

How much do they earn?

What are their hobbies?



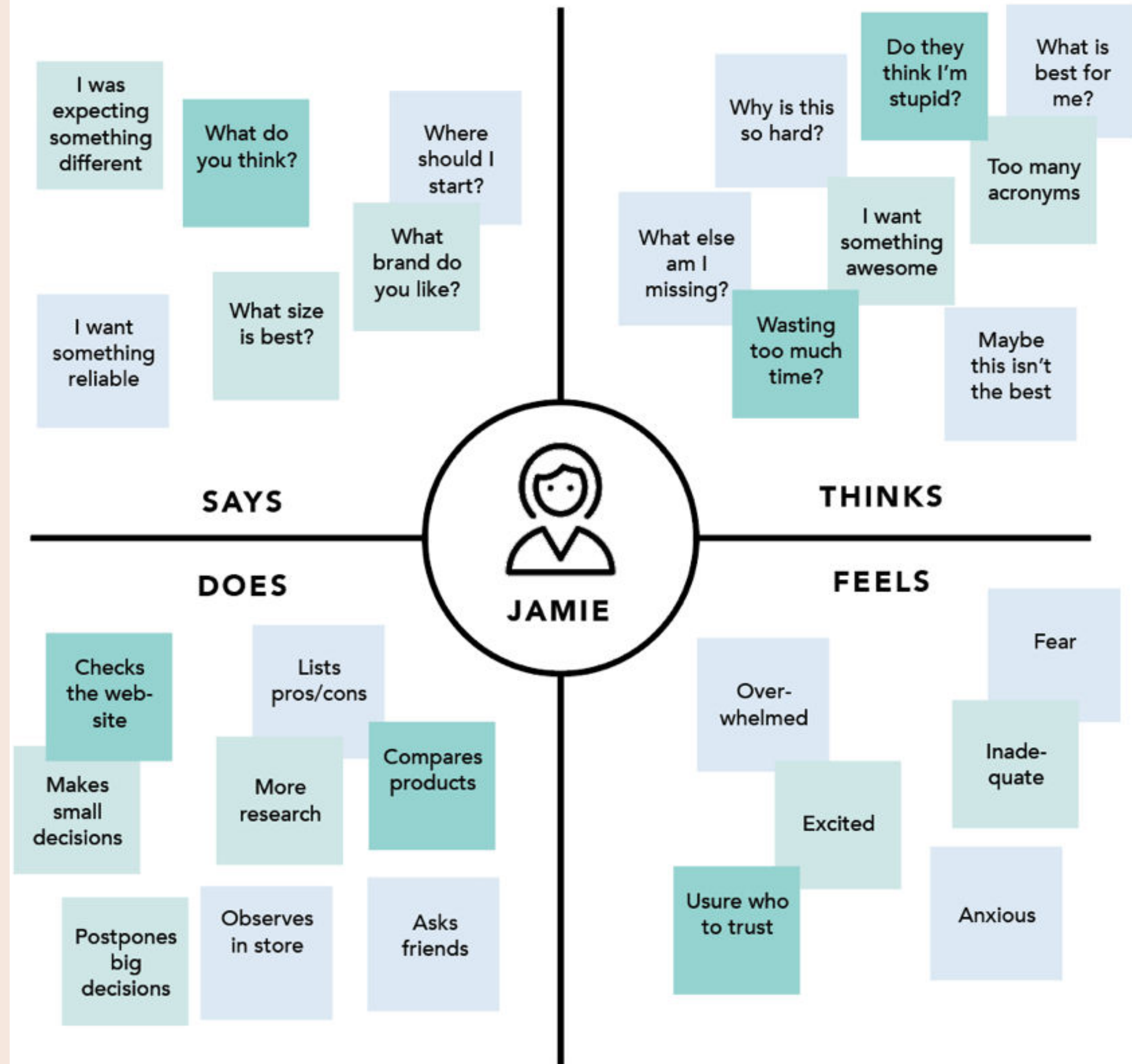
Create an Empathy Map

Consider what your ideal user persona

- SAYS
- THINKS
- DOES
- FEELS

in order to create your user personas!

EMPATHY MAP Example (Buying a TV)



USER PERSONA



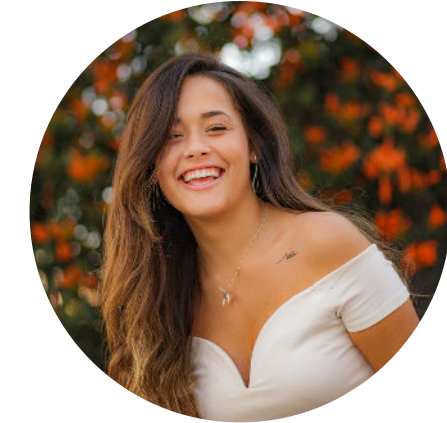
NAME Daniella Halls
AGE 35
LOCATION Sudbury
OCCUPATION Veterinary Assistant

MARITAL STATUS	Married
KIDS	No
ANNUAL INCOME	\$70.000
OCCUPATION	Veterinary Assistant

MOTIVATION	To be more organised.
FRUSTRATION	Messy application navigation. Can't decide on the plan.
SOURCES OF INFO	Social media, newspapers, online news platforms, word of mouth.
ADDITIONAL.	Wants to accomplish many personal and professional goals by improving time management.

INTERESTS	Travelling, cooking, sports, reading books, psychology.
CHALLENGES	Can't find time for personal life. Has difficulty with staying connected with friends and family.
STEPS TAKES TO FIX THAT	Purchases the time management application.
GOALS	Easy to use product that helps with time management. To have more time. Wants to stay connected. Wants to accomplish many personal and professional goals by improving time management.

USER PERSONAS 2,3,4

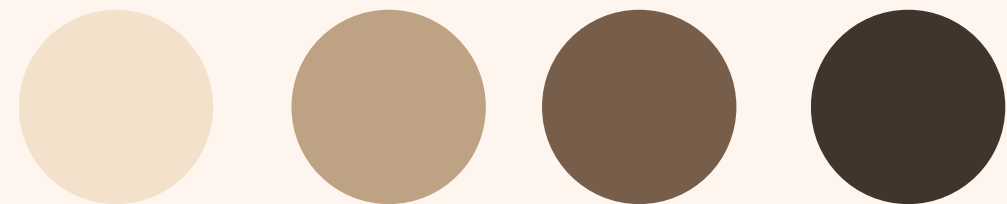


NAME	Peter Simmons	Kimberly Nguyen	Lorna Alvarado
GOALS	Easy to use product that helps with time management.	To have more time. Wants to stay connected.	Wants to accomplish many personal and professional goals by improving time management.
MOTIVATION	To be more organised.	Connection with the team.	Wants to improve workflow.
FRUSTRATION	Messy application navigation.	Can't decide on the plan.	Needs a consultation.
SOURCES OF INFO	Social media, newspapers, online news platforms, word of mouth.	Social media, news.	Professional network, social media.
ADDITIONAL.	Always on the go.	Needs all tools in one place.	Wants to share her account with her personal assistant.

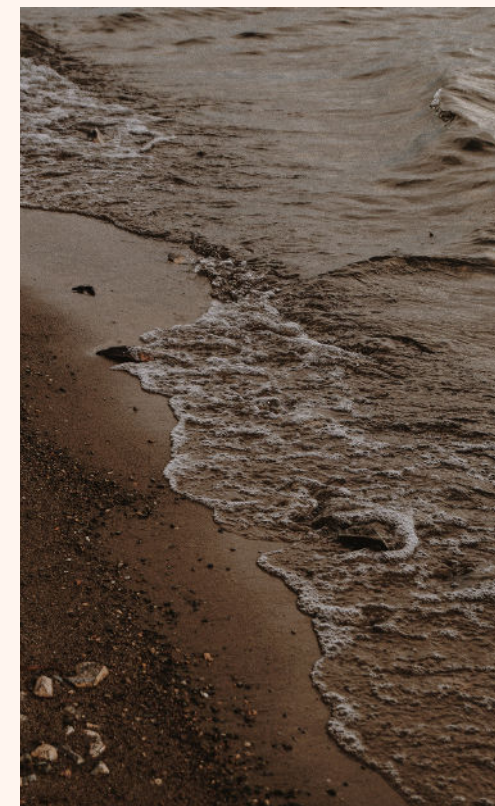
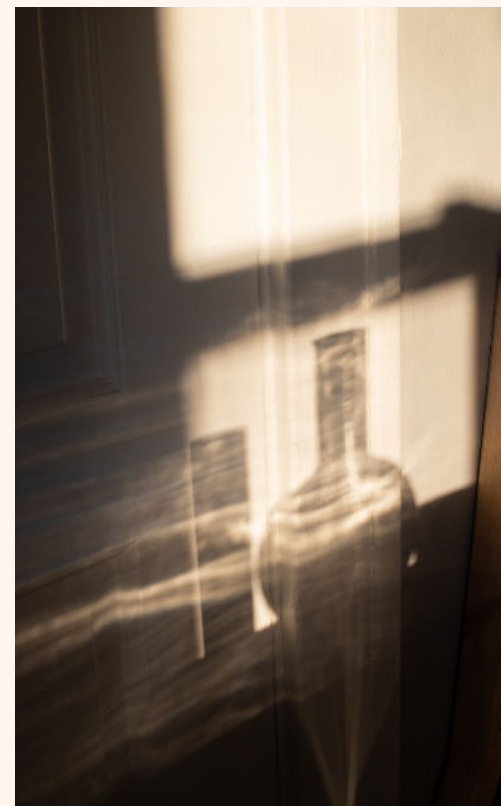
Use this to decide on your MESSAGING PLACEMENT TONE & VOICE BRANDING

Branding

Decide on your colour pallet, fonts, tone, voice and some photo examples for your brand.



Tone & Voice



FONTS

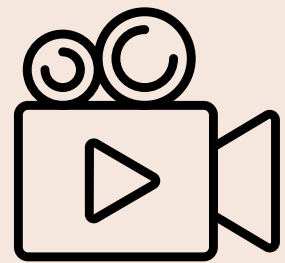
Heading 1

subheading

body text

accent font

Tools for Success!

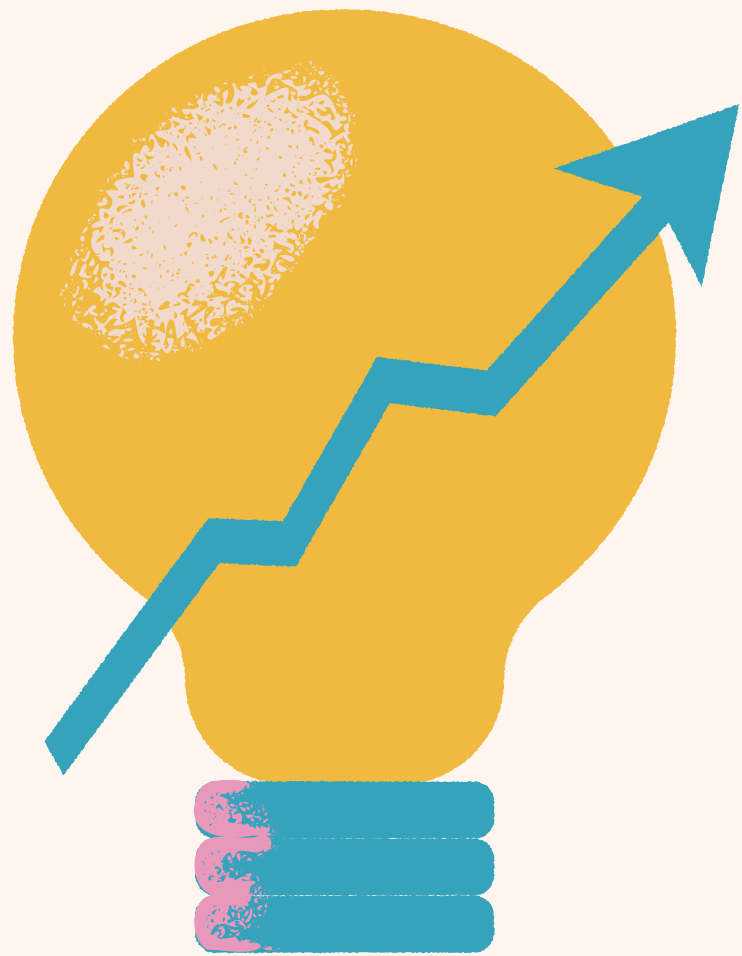


••• Creating a Strategy

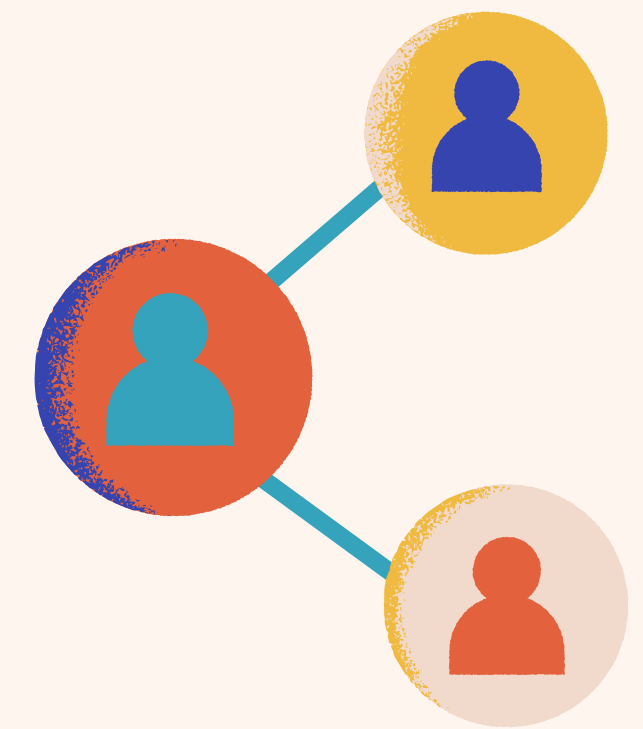
How to decide where to go..

**DON'T
OVERCOMPLICATE
THINGS!**

...seriously.



HOW AND WHERE ARE YOU GOING TO MARKET?

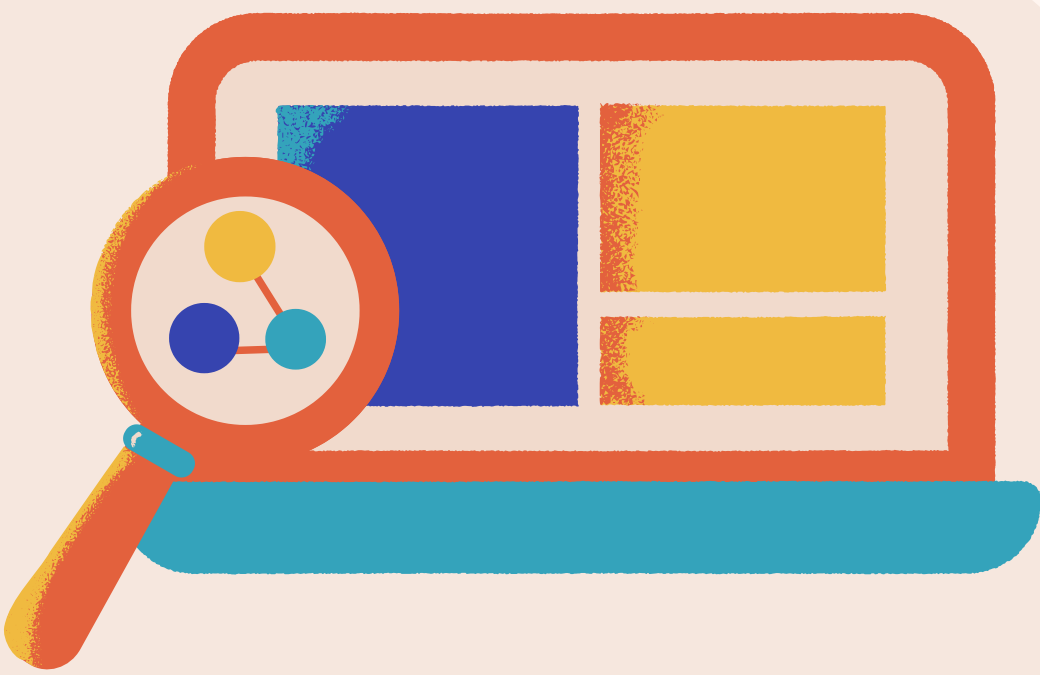


What channels will you be on?

Where will you get content?

Where will you be selling your product?

How will you keep your customers coming back?



Don't get ahead of yourself.

Start with 1 or 2 platforms, you do NOT need to be on them all.



Decide on a realistic engagement level for yourself.

Will you be able to make weekly content? Monthly content?

Do you need help with content creation? Where will you get your content?



You may not need a full website out of the gate.

While full sophisticated funnels and a clean high quality website will keep your marketing running well, it actually won't necessarily make your first sale.

Email Marketing is a must!

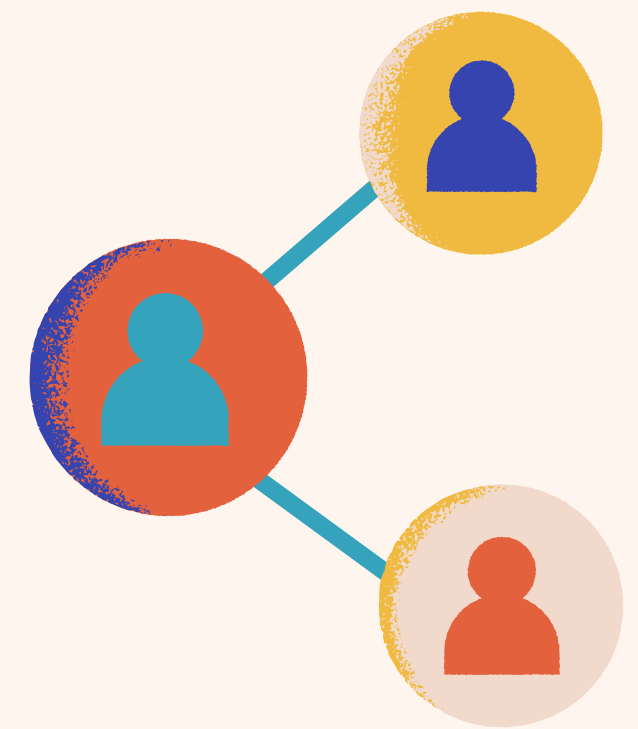
Collecting emails and organizing leads can make all the difference with building your company

TIPS



... Creating a Support System

How to KEEP going..



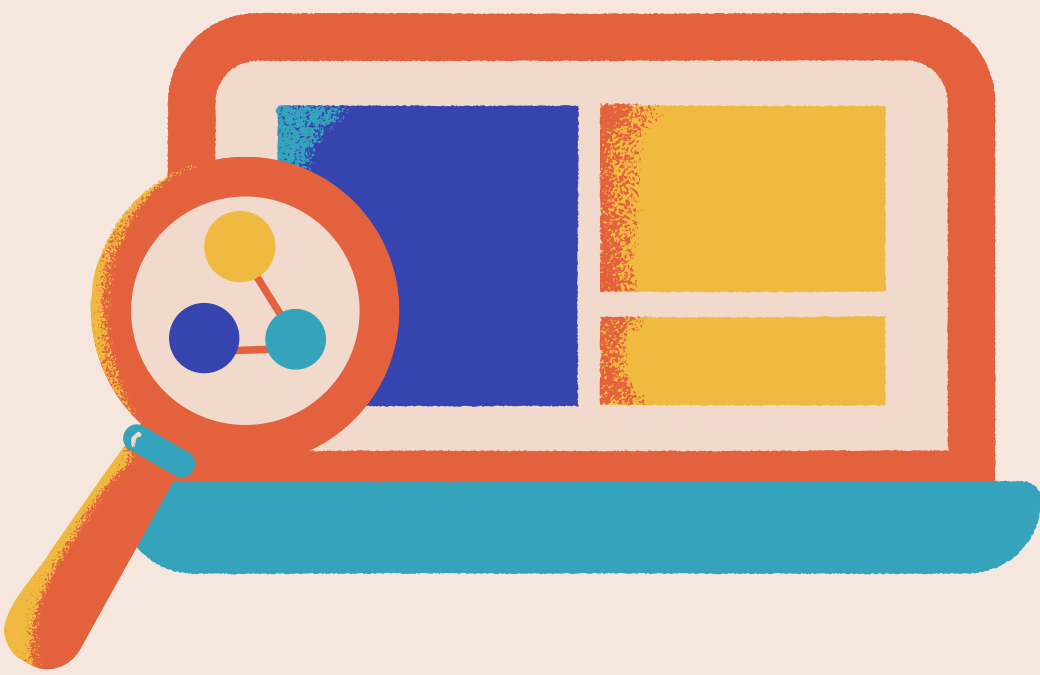
GOING AT IT ALONE WILL BE MUCH MORE DIFFICULT

Who will give you feedback?

Who will help push you forward?

Who will help if you're feeling overwhelmed?

Who will you share success with?



Ask for it but don't overthink it!

Feedback is absolutely amazing and SO ESSENTIAL.. but don't change your whole company for one person who frankly is not your target audience! Ensure you are tracking analytics to be sure to follow on what is working and what is not.

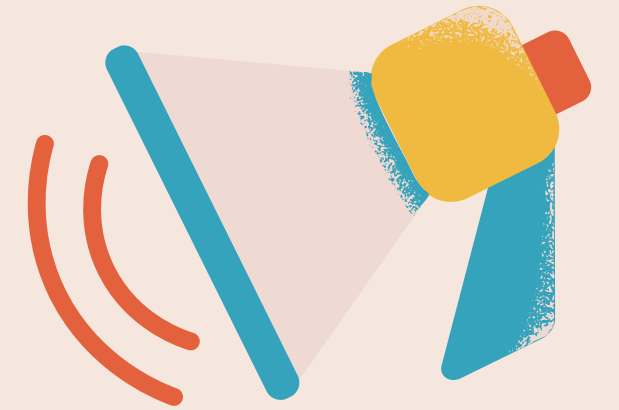
Who will be your go to team?

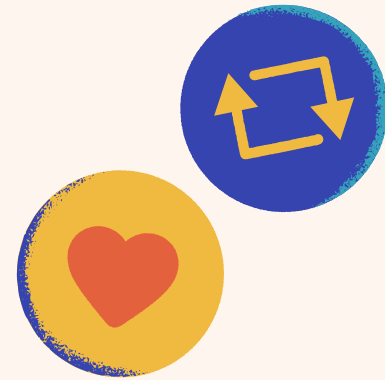
It's not always easy talking about your passion and your plans but find some people to be excited with! In the same way when everything feels like it's crashing down have a good friend that will help you through. Going at it alone is SO IMPRESSIVE but sharing with people who care can help get through the ups and downs!

Don't be afraid to share!

As you build up your marketing don't forget to update them on all the wins! It will actually build your credibility and your confidence.

TIPS





Thank You

Let us know if you have questions or clarifications.

Emily Bassett
Startemup Marketing Solutions
Bassett@startemup.ca

SMM → Website Development and everything in between!

