



Startup Marketing

Growth Hacking + Online Marketing



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Before we start...

- Feel free to ask questions anytime
 - Q&A in the end
-

Agenda

- Intro Startup Marketing & Costs 9:00 – 9:45
 - Target Audience 9:45 – 10:00
 - **Exercise: Persona** **10:00 – 10:30**
 - Break 10:30 – 10:45
 - Content Strategy & Social Media 10:45 – 11:45
 - Break 11:45 – 12:00
 - LinkedIn 12:00 – 12:45
 - Q&A 12:45 – 13:00
-

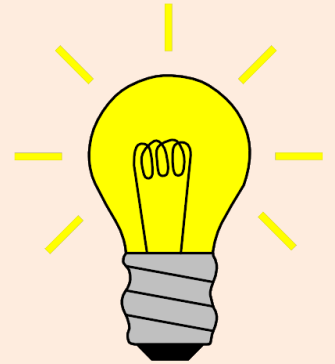
Pitch your ideas in 1 Min :)

Intro Startup Marketing

Marketing

“Marketing is the **process** by which a firm profitably translates **customer needs** into **revenue**.”

Mark Burgess – Managing Partner, Blue Focus Marketing



Marketing

B2C Marketing

Business to Consumer

Nike, H&M, Coca Cola



often B2B + B2C
always H2H

B2B Marketing

Business to Business

Siemens, Microsoft, IBM



10 DIFFERENCES BETWEEN B2B AND B2C MARKETING



Sell products or services to **companies**

Make **large scale** sales

Look for **efficiency**

They want to be **educated**



Sell their products or services to **individuals**

Sell for **personal consumption**

Look for **promotions** and **entertainment**

They want **to have fun** and be **happy** with their purchase



Quelle:

<https://postcron.com/en/blog/b2b-marketing-and-b2c-marketing/>



Quelle : <https://www.domo.com/learn/infographic>



Online vs. Traditional Marketing



Pro's

(costs)

real-time

individual

measurable

interaction, dialogs

flexible

Costs - classic media

- Radio ad = ~ 100.00 € per 7 sec. spot
- Prismswender Graz A9 = 4,235.00 € / month
- TV Pro 7 = 150,000 € / 14 days

- broader target groups: Watering can
- dominated by big brands
- not engaging
- dependent on time and place



Costs – Online Marketing

- **NOT FREE!** → resources (time / team, tools)

YT Ads → 0.45 € / view - Smart TV

Google Ads → 0.90 € / click

Meta (FB/Insta) → 0.34 €

Personalisation - Segmentation - Laser principle

→ from big brands to small local stores

→ interactive

→ independent of time and place



What is Startup Marketing?



Startup Marketing

- small team
- time pressure
- limited budget
- innovation
- asymmetric information about target market/pain points
- you're a nobody at the beginning



Startup Marketing

Success formula:

Product + Growth = Impact



Startup Marketing

Growth Hacking

“A Growth Hacker is someone who solely focuses on business growth.”

Startup Marketing

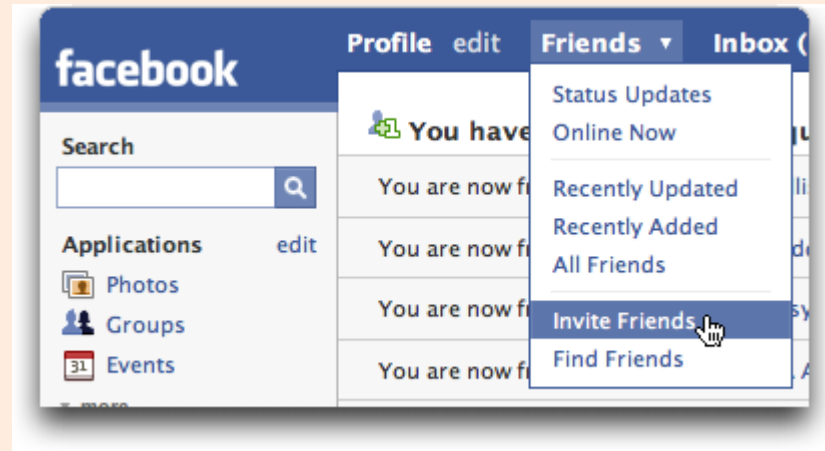
“Growth Hacking describes smart, mostly low-budget methods („Hacks“) to grow businesses using key performance indicators (e.g. no. of registrations, purchases, recommendations etc.)”

→ **TESTING!**



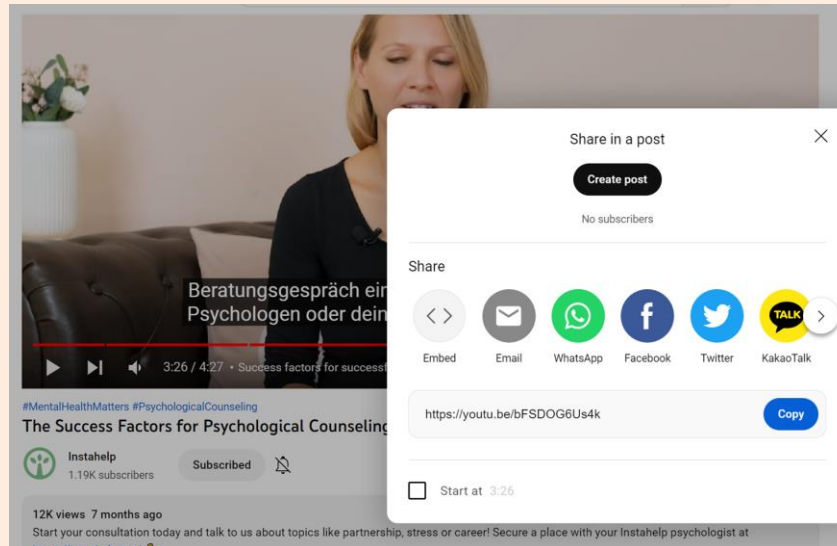
Startup Marketing

Growth Hacking Best Practice



Startup Marketing

Growth Hacking Best Practice



Local best practices





Target Audience

Persona

What?

A **Semi-fictional character** that represents the target market for a product or service. This persona helps businesses understand the **needs and wants** of their **target market**—people who both use and buy their product or service.

Persona

Why?

Personas help you to deeply understand your customers →

- ✓ Basis for all your Marketing activities
 - ✓ Helps with individual communication / Content
 - ✓ Helps product development (new features)
-

Example

Startup: help experienced professionals network and improve their career. Your business's ideal customer is someone who could use peer advice and wants to improve their already great skills.

Persona: Name John

Description: John is a middle-aged man who owns his own business. He's looking for ways to improve his business, but doesn't have a lot of time to go to events, conferences, or network with others.

Struggles your product/service could address:

Demographics:



Age: 45

Gender: Man

Location: Los Angeles, CA

Education: Bachelor's Degree

Job Title: Owner

Income: \$100,000-\$175,000

Family Life: Partner and 1-2 kids

Needs: Tips on how to improve his business. Information on the latest business trends

Motivations: Wants his business to grow 5x in the next 10 years

Pain Points: Not having enough time. Feeling like he's behind the times

Persona's journey: John reads articles and listens to podcasts from trusted thought leaders when he can, but doesn't have a lot of time to make connections with them. John is most likely to find your company via social media or a search engine. It's best for you to have an active social media presence and interact with users so he can see your networking platform is a valuable time investment.



Name
John

Age
45 to 54 years

Highest Level of Education
Some college, no degree

Social Networks



Industry
Transport

Organization Size
11-50 employees

They Gain Information By

Online articles, Podcasts

Goals or Objectives

- Improve his business

Motivations

- Wants business to grow
- Wants to be successful

Biggest Challenges

- Not enough time
- Behind in times
- Find tips on how to improve his business
- Find information on the latest business trends

Tool tip: Hubspot

Design your own persona

<https://www.hubspot.com/make-my-persona>



Exercise

Build teams and design your own persona!

Time: 30 Min.

Afterwards short discussion

Alternative

Divide in two groups and create a persona for

1. Gruppe Nike
2. Gruppe Tesla

Time: 30 Min.

<https://www.hubspot.com/make-my-persona>

What you can already do today:

Ask 5 people to undergo registration/
purchase process .
Observe and listen.

(mobile/desktop)



Break

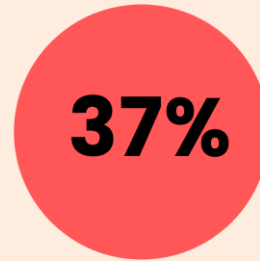
15 Min

Social Media

Social Media in AT



Number of social media users



% of daily social media users

Why Social Media?

- Increase brand visibility
- Interaction with potential customers/partners/multipliers
- Website traffic/purchases



Which channels have you been using?



Social Media tip no. 1

Only focus on **relevant** social media channels!

One channel – focus

Relevant

✓ **Target Audience active**

X Trendy

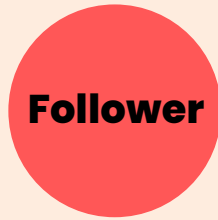
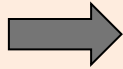


Social media goals



social media user

Social media goals



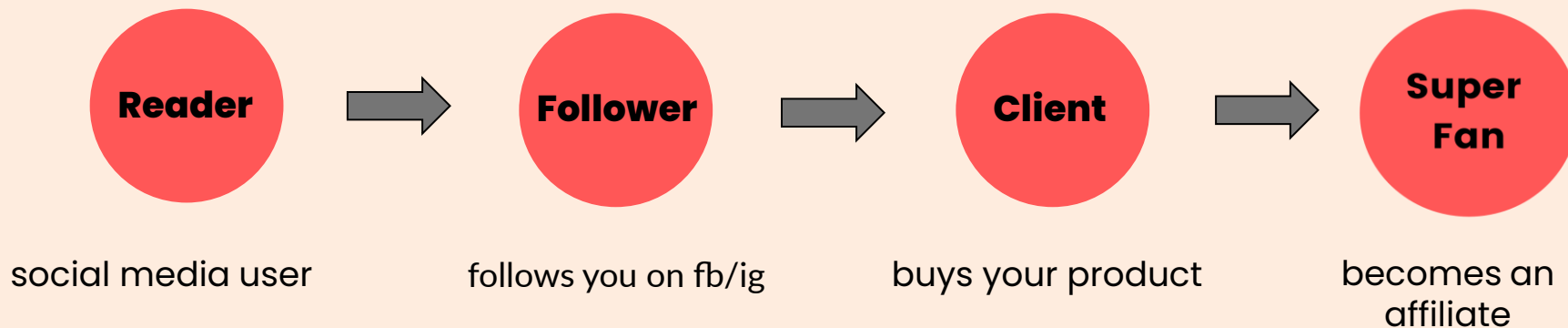
social media user

follows you on fb/ig

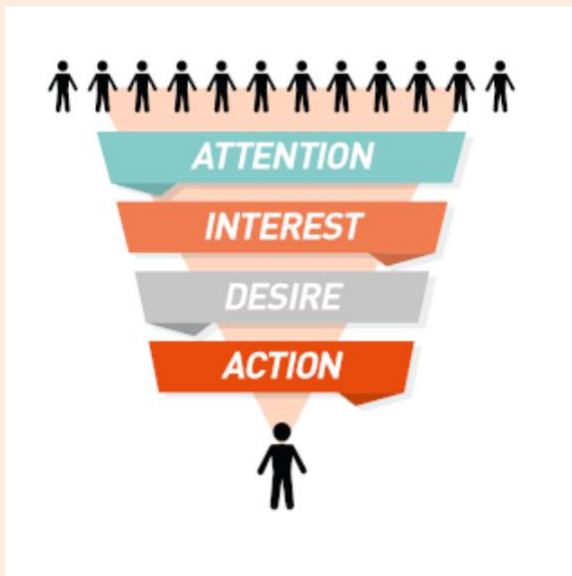
Social media goals



Social media goals



Aida model



- attract **attention** in the whole flood of information
- visual signals
- connections
- **goal:** user stops scrolling

Aida Modell



- Build **interest**
- What value can you add?
- Communicate your pro's
- Don't focus on product, focus on the emotion.

Aida Modell



- Create **desire**
- “I must have this!”
- e.g. prize, trend, testimonials

Aida Modell



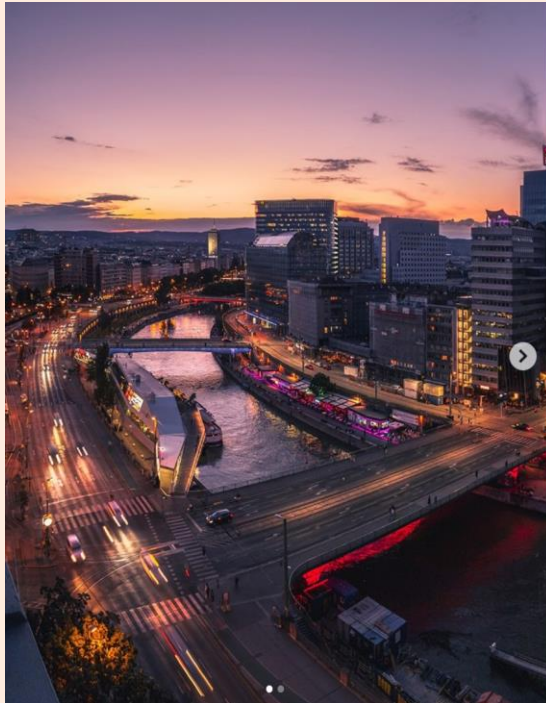
- Convert
- CTA: Buy now
- Special sales offers

Content Strategy Canvas

Posts best Practices



Text: Have you seen Vienna by night? @fabolus_vienna captured the last sunrays with Galaxyxx



samsungaustria • Abonnieren
Wien, Vienna, Austria

samsungaustria Hast du Wien schon bei Nacht gesehen? ☺ Für euch hält @fabolus_vienna die letzten Sonnenstrahlen mit dem #GalaxyS20 fest. #withGalaxy

5 Wo.

v.for.vertigo 🤩🤩🤩
5 Wo. Antworten

david_berggg Absolutely stunning! 🤩🤩🤩
5 Wo. Antworten

paul_krambo Wow tolles Bild und super Qualität

♥️ 💬 🚩
Gefällt 835 Mal
1. SEPTEMBER

Kommentar hinzufügen ... [Posten](#)

- Aida → Attention
- Awesome pictures
- You don't see the product itself, but rather the result → customer value (Samsung Galaxy takes amazing pics)
- Format (portrait) → more eye catching (feed)
- Geo tag
- Account tag

+ **DIESE 15**
STORY-IDEEN
FUNKTIONIEREN FÜR JEDES BUSINESS

diepinatasde • Abonnieren

diepinatasde ❤️❤️❤️ Welche Idee nutzt Du für Deine nächsten Instagram-Stories?
Schreib es uns in die Kommentare und speicher Dir den Post unbedingt ab. 😊
❤️❤️ Whoop Whoop
Deine Piñatas
PS: Folg uns auf @diepinatasde für weitere Tipps.
#instagramtips #instagramstory #instagramcontent #hacks #business #businesstips #instagrambusiness #instagramhacks #kreativaufinstagram
6 Wo.

juliaenglerl_ Mit einem Start in den Tag, hat man schon mal eine Grundlage, für viele andere Themen, geschaffen 🍷
6 Wo. Gefällt 2 Mal Antworten
— Antworten ansehen (1)

simone_mhedhbi_coaching Danke für die tolle Anregung 😊
6 Wo. Gefällt 1 Mal Antworten

Gefällt 492 Mal
4. OKTOBER
Kommentieren ... Posten

These 15 Story Ideas work for every Business

“Which Idea will you use in your next story? Tell us in the comments and save this post.

Follow us for more tips “

**DIESE 15
STORY-IDEEN
FUNKTIONIEREN FÜR JEDES BUSINESS**

diepinatasde • Abonnieren

diepinatasde 🍷🍷🍷 Welche Idee nutzt Du für Deine nächsten Instagram-Stories?

Schreib es uns in die Kommentare und speicher Dir den Post unbedingt ab. 😊

🍷🍷 Whoop Whoop

Deine Piñatas

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♥️ 💬 📌

Gefällt 492 Mal
4. OKTOBER

😊 Kommentieren ... Posten

- Aida → Interest
- Tips & hacks
- Authentic → builds trust
- Foto of themselves
- Format (portrait) → takes up more space → more eye catching (feed)
- Questions → increase engagement



Marry Icetea is 😊 feeling thankful at Marry Icetea.

Published by Nadine Weingrill · January 4 · Graz · 🌐



Ein kurzes Marry-Hallo zu Neujahrsbeginn mit feinem Gewinnspiel 😊

Wir verpassen unserem Marry Bio GIN "GARRY" gerade ein neues Outfit und benötigen dafür deine Unterstützung! 🙏

Reagiere auf das Bild und teile uns deine Meinung mit, welches Outfit am besten zu unserem GARRY passt.... See More

Welches Design gefällt dir am besten?



1,198
People Reached

427
Engagements

Boost Post

👍❤️👍 119

58 Comments 2 Shares

👍 Like

💬 Comment

➦ Share



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58 Comments 2 Shares

👍 Like 💬 Comment ➦ Share

- Call for engagement (higher reach)
- Clear CTA - "Show us your reaction"
- Involve your community in product development process → long lasting relationships (customers feel like contributors an important part of the startup)



blueapron



blueapron What's in the Box?
Sweet & Sour Chicken!

Chef Alex & Olivia are in the kitchen cooking our latest recipe from @chefroyyamaguchi! Bonus: learn how to make a gastrique!

1w



jane_dougall I'd love to make this!!



6d 2 likes Reply

— View replies (1)



chasequigs Truly a masterpiece



6d 2 likes Reply



1,757 views

7 DAYS AGO



Add a comment...

Post

- Aida → Desire
- Learn how to use the product
- Product Demo from customers



blueapron



blueapron What's in the Box?
Sweet & Sour Chicken!

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7 DAYS AGO



Add a comment...

Post



Xiaoao Dong • 1st

Mental Health Ambassador 🌱 | Marketing Ninja 🥷 | Teapreneur 🍵

2mo • 🌐

Du möchtest voller neuer Energie in den Frühling starten? Dann haben wir für dich und dein Team den optimalen Muntermacher der auch im Arbeitsalltag für beerige Frische sorgt. Das Besondere daran? Dein Team, deine Kunden und du könnt unseren **Marry Icetea** sogar im exklusiven individuellen Firmendesign genießen. Schon Lust auf beerig, regionale Sommerfrische? Send me a PN :)
[#giveaways](#) [#individuellesdesign](#) [#energie](#) [#team](#) [#startup](#)

[See translation](#)



🔗 with Binder+Co AG and 1 other



🗨️ 69 • 7 comments

👍 Like 💬 Comment ➦ Share ✉️ Send



Xiaoao Dong • 1st

Mental Health Ambassador 🌱 | Marketing Ninja 🥷 | Teapreneur 🍵

2mo • 🌐

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🔗 with Binder+Co AG and 1 other



🗨️ 69 • 7 comments

👍 Like 💬 Comment ➦ Share ✉️ Send

- Aida → Action
- Clear CTA - “Send me a PN...”
- Show product spotlights (individual company design, gives natural energy, refreshing, regional ...)
- Business partner commitment + reach



🌍 60 • 1 comment • 1 repost



Hydrosol

5,366 followers

1w • Edited • 🌐



By the time you read this post... 📌

... our colleagues will already be in Dubai making the final preparations, so they can answer all your questions about our product portfolio for three days at [Gulfood Manufacturing 2022](#).

[Mery Mehrabanpour](#), [Javad Firosie](#), [Philip Weis](#), [Timo Behrend](#) and [Holger Ranter](#) are confident that they have selected only the most exciting systems for you. And because practice is more fun than theory, we have a total of **18** different samples ready for you to taste at our stand **G7-49**.

Among them are products like:

- ◆ Processed cheese preparations that can be filled into jars or packed as triangles.
- ◆ Recombined milk
- ◆ Meat applications like sausages, cold cuts and nuggets
- ◆ Hybrid products that meet the growing demand for "healthier" meat products
- ◆ Mayonnaises & dressings

Curious? Then visit us in Hall 7 at our joint booth with [Planteneers](#), [SternEnzym](#) and [OlbrichtArom](#). We're looking forward to many visitors and an exciting show with you!

[#wetexturetaste](#) [#gulfood](#) [#gulfoodmanufacturing](#)



Julia Fabiny-Schindel and 102 others

3 comments · 1 repost



Stern-Wywiol Gruppe

4,198 followers

1mo · Edited ·

[+ Follow](#)

Food ingredients Asia – finally in person again!

Asian's largest food and beverage ingredients event took place after a two years hiatus and our affiliate [Stern Ingredients Asia-Pacific](#) was delighted to be a part of it. Over three days of intensive exchange with partners and customers in three separate booths - our colleagues gain a lot from this event in Bangkok.

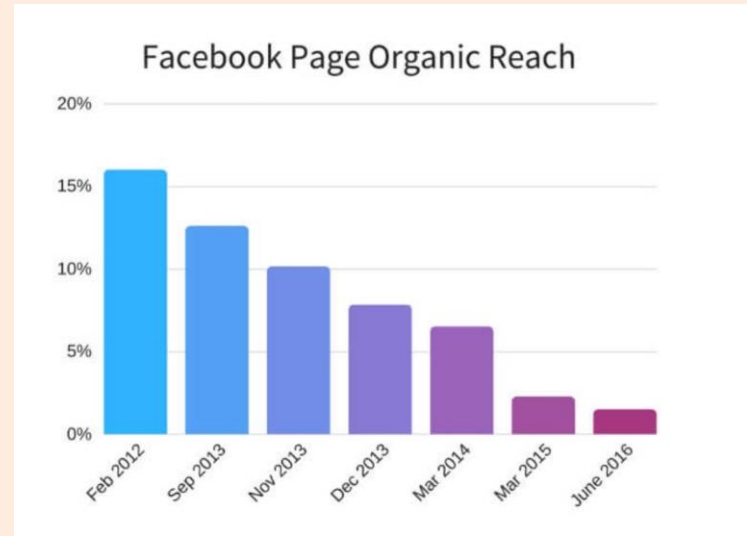
"It was amazing to finally visit [Food ingredients - Fi Asia](#) after a two years break. The visitors were very excited to taste our plant-based products and it was fun to show them our versatile solutions!" says [Jil Dharmawan](#), Sales Executive Asia at [Planteneers](#).

[#fiasia](#) [#figlobal](#) [#wefuturefood](#) [#foodingredients](#)

Social Media development

Organic reach is
decreasing steadily

2023: less than 2%
1000 fans → ~ 20



Social Media Tip 2.

Don't post **the same content** on every channel!

- ✓ Consistent look & feel
 - ✓ Content repurposing/different point of view
-


Examples



Jetzt ist die Katze endlich aus dem Sack! 🥳🥳🥳

Ab nächster Woche könnt ihr euch unsere liebe Marry auch in über 600 Spar Filialen und in einigen Metro Filialen österreichweit holen!

Wir freuen uns wahnsinnig darüber und bedanken uns nochmals ganz herzlich bei euch allen, die uns auf diesem Wege so tatkräftig unterstützt haben! Jetzt kommt eine sehr spannende Zeit auf uns zu 🚀 #marrygrowth



TRENDINGTOPICS.AT | BY TRENDINGTOPICS.AT

Marry Ictea: Grazer Drink-Startup schafft es in den Supermarktregale

Learn More

1,355 People Reached 733 Engagements Boost Unavailable

👍🥳🥳 You and 159 others 50 Comments 16 Shares



tips total regional. GLONAA BOT.at Suche

BEZIRK AUSWÄHLEN NACHRICHTEN E-PAPER FREIZEIT CORONAVIRUS EVENTS & FOTOS

NEUESTE POLITIK WIRTSCHAFT WISSENSCHAFT+TECH

gunternehmer aus Vöcklabruck mit Eistee erfolgreich



gunternehmer aus Vöcklabruck mit Eistee erfolgreich

Gründer Xiaoao Dong & David Stead mit Frau Felicia

Thu May 14 2020 11:15:28 GMT+0200 (Mittleuropäische Sommerzeit)

#Jungunternehmer Xiaoao Dong

MEINBEZIRK.AT VOR 1 TAGEN



Neue Natureistee Marke: Riesenerfolg für Start-up "Marry Ictea"

neuzirk.at

NACHRICHTEN BUNDESLÄNDER SPORT ADARBI DIGITAL FREIZEIT ART

icteea: Grazer Drink-Startup schafft es in die marktregale

OSSEER ERFOLG razer Natur-Eistee erobert di supermarkt-Regale

folg für Start-up "Marry Ictea"




with You and 3 others


61 · 12 Comments


Examples





Was macht Marry Icetea aus?


Transparenz
Nicht nur wir sollen wissen, was in Marry Icetea steckt. Unsere Community soll Teil der Geschichte sein.


Nachhaltigkeit
Wir schauen auf unseren Planeten und tun alles uns Mögliche, um ihn weiter lebenswert zu halten.


Regionalität
Home is where my Heart is. Wir leben gerne in Österreich und wollen dieses Gefühl auch in unsere Flasche füllen.


Gemeinschaft
Alleinsein macht niemanden glücklich. Am besten genießt man mit Freunden.


Persönlichkeit
Wir sind ein junges Unternehmen aus Graz und den persönlichen Kontakt mit unseren Kunden pflegen wir tagen tagaus.

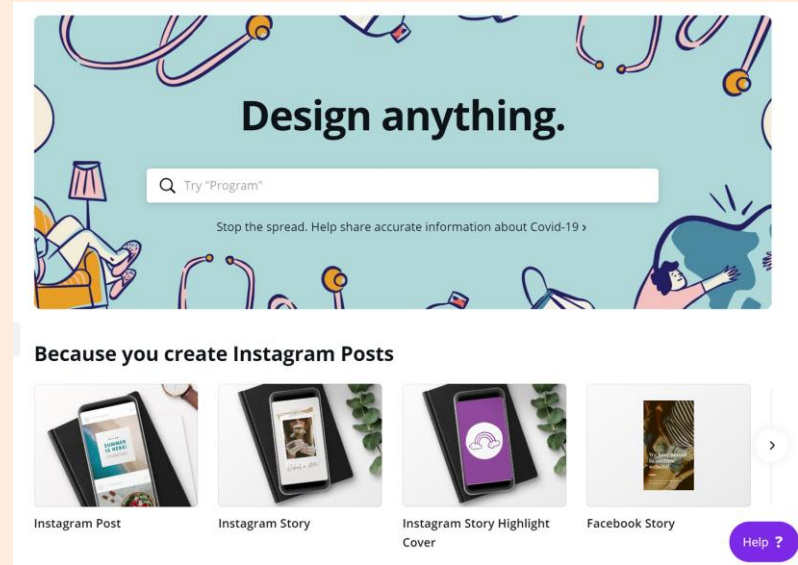


Was macht
Marry
Icetea
aus?

Social Media tip 3: Canva

- **Design-Tool** for Social Media posts

- + easy to use
- + Lots of templates for FB, Insta, YT, LI
- + Every post format/pic sizes
- + **free**



<https://www.canva.com/>

Tool tip: Free pics

Beautiful photos/videos
license-free:

- <https://pixabay.com/de/>
- <https://www.pexels.com/de-de/>
- <https://www.freepik.com/>
- <https://unsplash.com/>



Social Media tip 4.

Use **new features!**



- + Reach
- + **Reels**, FB 3D photos
- + New stickers (Links!)
- + YT Shorts

Quelle: @mosseri



Example

Video Post: 403 clicks



marrycetea • Abonniert
Austria

marrycetea Echter naturbelassener Geschmack, beerig-saftige Teekomposition, 100% steirische ganze Beeren - das macht unsere Marry aus ❤️ Wir wünschen euch einen erfrischenden Wochenstart!

32 Wo.

marrycetea #natur #wandernmachtglücklich #abschaltenundgeniessen #natürlich #naturbelassen #beeren #beerig #drinks #drinkdifferenz #regionalität #wertschätzung #plastikfrei #nachhaltigkeit #vegan #österrreich #steiermark #eistee #icetea #beeren #getränke #genuss #genießen #trinken #frisch #erfrischend

403 Aufrufe

Reel: (Clicks + Reach) x 2



1.046

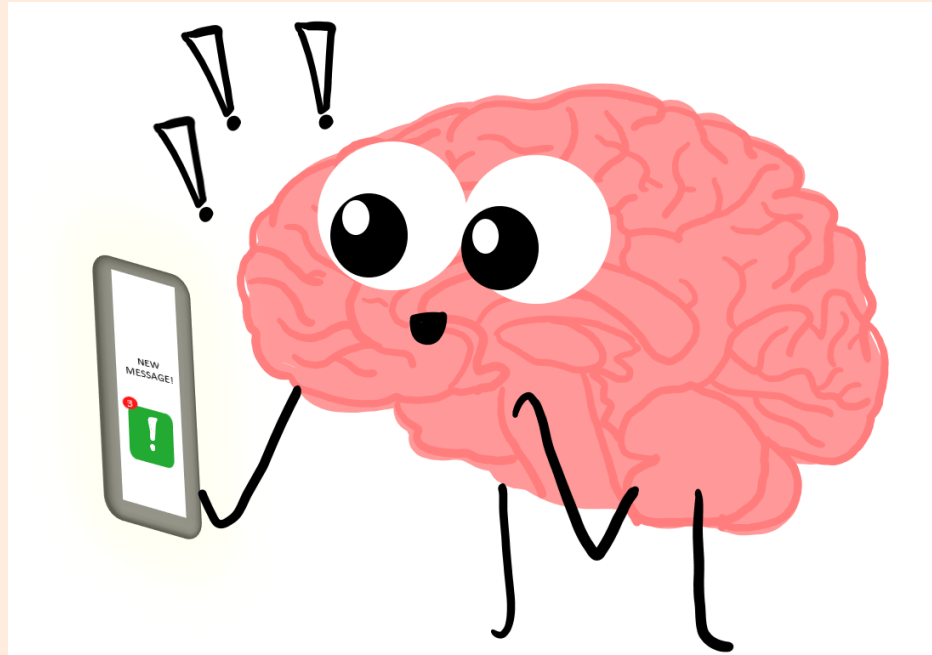
Social Media tip 5.

Interact with your community!

- + Reach
- + Engagement
- + Community commitment



DOPAMINE



Growth hack

- Boost posts that gain new followers

Growth rate 14%



LinkedIn

Who uses LinkedIn?



Who posts regularly on LinkedIn?



LinkedIn: Social Media & Business platform

- LinkedIn is more than a hiring platform
- Place to go for **digital B2B-communication**
- Tool for **Personal Branding**
- Online networking tool



LinkedIn Usage DACH



17 Mio.

no. of LinkedIn users



48%

48% increase of discussions in 2021
→ engaging platform

Pro's

Direct contact with potential employees, customers, partners and multipliers

- ✓ targeted networking → Filter function
- ✓ Update your profile first
- ✓ Relatively good reach (right now)



Profile: Optimization

Few seconds can be game-changing

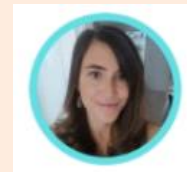
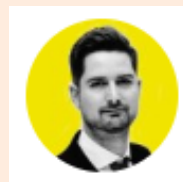
- Is the person relevant for my business?
- Does he/she look like an expert?
- Can he/she support my business?

Profile: Your online business card / website



Profile: Picture

- The first touch point
- Professional profile photo increases accept rate
- friendly and clear face
- Recognition value (colours)
- Pro tip: Add video



Tool tip - delete background: <https://www.erase.bg/de>

Profile: Cover photo

- Builds trust
 - ✓ Photos of people from the same area of expertise, customers, employees and partners (stakeholders)
 - ✓ Photos on stage / podcasts (behind the scene)
 - ✓ Text: What am I doing



Tool tip - LinkedIn cover photo <https://www.canva.com/>

Profil: Cover photo



<https://www.linkedin.com/in/shayrowbottom/>



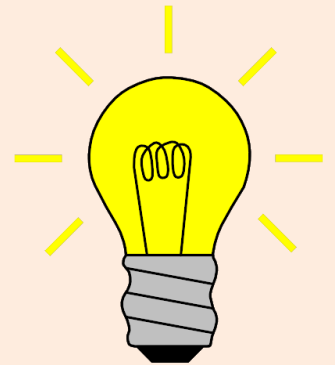
<https://www.linkedin.com/in/milesmcnair/>

Profile: Catchphrase

- Added value/service
- Take into account: LinkedIn SEO (include keywords)
- Characters / emojis for separating text blocks
- 220 characters

Formula: I help [TARGET Audience] to [CUSTOMER VALUE] without [PAIN POINTS]

- ✗ Motivational Quotes
- ✗ Don't be generic: "Business consultant"



Profil: Catchphrase

Shay Rowbottom 🗣️ · 2nd

I develop content strategy for brands that builds culture, community, & leads. 💰 APPLY FOR A CALL BELOW! 🖱️ | Video Marketing | LinkedIn Coach | Social Selling | Making "Boring" Businesses Stand Out | Let's Connect

Felix Weinzinger 🗣️ (Wachmacher) · 2nd

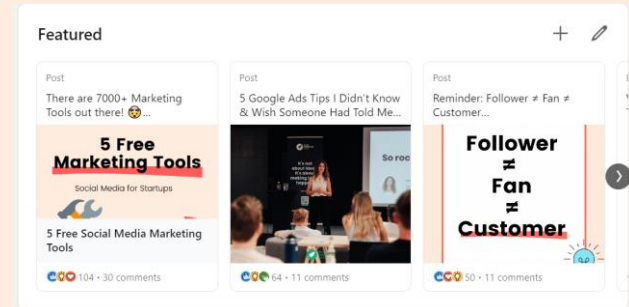
Professional sleep consultant. Sounds funny. But it's true.

Sarah Theresa Schütz (sie/ihr) · 2nd

🤖 Typescript Lover — 🧙 Jira Wizzard — 🌈 WebGL Newbie

Profil: Featured content

- Showcase your product, service or business.
- External resources: Photos / Pdfs / Links / LinkedIn posts
- Eye-catching
- Reinforce your claim in the Catch Phrase
- Relevant to your target audience



Profile: The Rest

- ✓ Fill out as much as you can: Work experience, education, skills ...
- ✓ Focus: Your results. No bullet points list with tasks
- ✓ Tipp: Ask proactively for recommendations

- Include Keywords
- Activate “Creator Mode” for active users



Tool tip - SSI Index <https://www.linkedin.com/sales/ssi>

Search function

- **People** / Posts / Businesses / Jobs ...

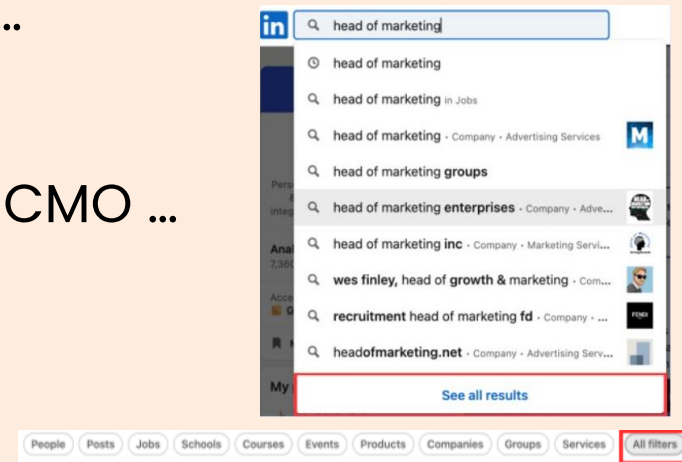
1. Think about job titles

Head of Marketing, Marketing Director, CMO ...

1. LinkedIn search function + Filter
(Location/Industry/Connection Level...)

1. Bonus: Connections from your other contacts

2. Bonus: Identify active users



Tips for LI content creation

- ✗ Nobody is on LinkedIn to see your product
 - ✓ Inform. Learn. Connect. Exchange. Discuss.
 - ✓ Posts via private profile and/or business page
 - ✓ LinkedIn Features (LinkedIn Live, Articles, new scheduling option)
 - ✓ Hashtags (~5)
 - ✓ Invite people to discuss about your content
 - ✓ Content-mix (Slides, photos, videos ...)
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Algorithm

- Rewards **dwell time**
- First 30 minutes are important (morning)
- Rewards engagement from \geq 2nd contacts
- PDF slider / carousel photos
("invisible clicks")



Discussion

Lessons Learned

- Build a community that lasts is back-breaking work
 - Be open about making mistakes and test, test, test
 - Be clear and authentic when communicating
 - Test, execute, analyse, learn, test again ...
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Lessons Learned

- Find channel/task you love
 - Have fun learning
 - Prioritize social media channels (less is more)
 - Don't give up :)
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Questions?

Let's connect!



Maja Sinkovec



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