



Reducing the Cost of Lost Opportunity

Quick Tips:

- **Make your marketing a "must do" priority**
- **Remember: Effective sales and marketing efforts are always intertwined**
- **Inadequate marketing at startup can cause hard-to-resolve problems later**
- **Delineate your strategy and come out of the gate briskly**
- **Take the time and resources to get your branding right from the start**

Startups face a challenging number of new expenses; some are recognized as an absolute necessity while others are perceived as discretionary. Because of this, the task of accurately allocating the resources required to launch an effective marketing campaign can be confusing. When resources are tight, the default decision making process often involves a rudimentary two-list system: The lists comprise things you must do (capital investments, labor, inventory, etc.) versus the things you would like to do (advertising, trade shows, corporate jet, office in Monaco, etc.). When the budget is tight, marketing activities seem to always show up in the "like to do" column as opposed to the "must do" column.

The result of organizing your priorities in this way can cause a common yet costly mistake that may take years from which to recover fully. Marketing and communications resources spent wisely at start-up can deliver tangible dividends over the long term.

Start-up and small business executives often fail to factor the cost of lost opportunity into their thinking and budgeting. Business opportunities come about in a variety of ways - some are planned, others are not, and sometimes, plain old luck plays an important roll. Marketing, however, can not be left to luck. An inadequate marketing effort in the start-up phase of your business can result in lengthening the sales cycles at best, and at worst, can cause failure in the purchase initiation and buyer consideration process completely. Sales and marketing are intertwined in such a way that they can not be parsed completely, so the common strategy (non-strategy) of "sales now" and "marketing when we can afford it" can be disastrous. The fact is that without a marketing plan and common sense promotional programs in place at the start, the value of potential, early stage sales are diminished significantly.

Your business needs to charge out of the gate briskly and achieve a sustainable sales capacity early on. StartupFactory can help make this happen. Our modularized, entry-level programs can make certain that you are communicating the correct message, to the targeted audience, in the proper media and at the right time. Plus, by using the set price StartupPLAN, ID, WEB and PR modules, you will know what the cost and value of successful marketing will be, up front. Don't suffer the cost of lost opportunity by choosing to make your marketing efforts a bellow-the-line priority. Contact StartupFactory today and learn how we can help you reach your goals quickly and affordably.