



Why focus on startup marketing?

Quick Tips:

- Do not delay marketing efforts
- Detail marketing in your plan
- Marketing can put you in control
- Develop key brand messages



Serving the technology business sector for over two decades has taught us an important lesson. Technology business has and always will be driven by innovation. While it is true that successful products require considerable research and development, it has almost always been pure innovation that has fueled industry breakthroughs.

Much of this innovation does not come from major industry players, but rather from energetic individuals and new, small companies. Silicon Valley startups have always been the tip of the spear for thought leadership, innovation and bold thinking. And this dynamic, energetic and creative business atmosphere is where we do our best work. By specializing in technology startups we are able to leverage our expertise plus the collective experience of similar clients to your advantage.

Consider this. A great product should never be confused with a great business. Otherwise, VCs would invest in your products. But they don't. They invest in your business. Thus, nearly every enterprise needs to think about building a solid, well structured business early on. And marketing is a vital component of every successful business plan. Many executives believe that marketing is all about the future, and therefore, it may be delayed without catastrophic consequences. While it is true that much about marketing *is* future oriented, marketing is also about achieving specific goals now.

Marketing is really all about controlling what people think and know about your company—so why would anyone delay? In essence, smart marketing will make you less busy, facilitate growth, and help you generate more revenue. A well planned marketing effort at startup enables you to attract better resources for funding, gain the interest of quality customers, charge more for your products, derive higher profits, perform your best work, and enjoy your work every day (well, almost every day). Why would you choose to delay those results?

With today's unpredictable economic environment, aggressive growth expectations from VCs, and revamped business models, one thing is certain: New companies with fresh ideas and precious little capital need to refine their strategy, develop a cogent selling proposition and communicate their key messages consistently and clearly. We can provide your growing business the guidance it requires at this critical business juncture.

For help preparing effective marketing plans contact StartupFactory, LLC.
We can give you a competitive edge.

StartupFactory, LLC

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