



Chapter 9

Marketing and Communication

When you have an idea for a business, project, or investment, it is crucial to set out your objectives and your actions for reaching them: Communication and raising awareness for your products is key. Marketing for setting up a business is one of the fundamental tools to communicate your product. Marketing helps to scale the product, bring traction and sell more...

9.1. What Is Marketing?



What Is Marketing?

9.2: Here 10 tips to share with you

9.2.1. Know your customer !

It is useless to create strategies, actions, hire AdWords campaigns, Facebook ADS or Twitter if you do not know who your customer is and who will use your product. Although this seems simple to do, it's very common setting up a business, that while validating the business model, the customer changes. Know who s/he is, how s/he is, what interests s/he has, his/her day to day, what frustrates him/her, what s/he wants, the media and the blog /she reads. All this information will make life much easier when creating a marketing and communication strategy

9.2.2. Before creating a strategy, ask yourself what for

First of all, before making any strategy, ask yourself, for what? What do we want to achieve with it? Having it clear and to whom it is directed, makes you can create a specific plan with concrete actions.

9.2.3. Study your competition and copy

Investigate how your competition is doing in marketing and communication; what works and what does not work Also in what is good, what you could do better than them, and in what you differ. Remember: copying is not bad. Sometimes you do not need to innovate. If you see that your competition does something that works, copy it, make it tailor-made and measure if it gives good results for you

9.2.4. Set a specific goal

When setting up a business one of the questions regarding marketing is what you want to achieve and what your goal is. The answers that we find are very diverse. They range from creating customer engagement, winning customers, until people download my app, among others. Well, these are very general objectives. A goal must be SMART [Specific, Measurable, Achievable, Relevant, With a specific time]. It is what we call internally landing the objectives. A good example of a SMART objective is: "I want to gain 5,000 active users in my twitter application in the next 3 months".

When setting objectives, ask yourself how you are going to measure it and how you decide that it has been fulfilled or not. So you have measurable objectives and you can prioritize which one is more important for your business and follow up on whether you meet it or not

9.2.5. Sit with your team

Sit with your team (or ask people who can add value when you are alone to join a brainstorm) and involve them in the marketing plan. From experience, we know that freeing time, starting a business is difficult. But it is necessary. Investing time is investing money (and yes, time is money). Working as a team is what makes a product meaningful, avoids misunderstandings, saves time and money, aligns expectations.

9.2.6. Plan

It's the key to any marketing strategy. It is important to create a marketing plan and put it in a document, with dates, actions, channels, campaigns that are going to be done. The more specific, the better. This will make you not improvise in your strategy, do not deviate and the team takes better advantage of time and money.

In the event that you make a content plan for the blog, think about who will build the content? How often will it be published? Who will edit it? What is the publication process that will be followed? Create a monthly calendar to plan the contents that you will share and write the key messages.

9.2.7. Take care of the landing page

If what is involved is to sell, the web landing of setting up a business is the gateway. Choose quality, careful and attractive images that support our product or service we offer. Communicate in a human language and understandable by your customer.. Include the benefits of your product, explanatory videos, use testimonials of your product or service and the logos, clients and important prizes. All this makes a landing page, an attractive landing page. Beware of misspellings and misprints. They remain credible and tarnish the product.

9.2.8. Communicate what you do

Because communication is also part of a marketing strategy and helps sell what your business does. Communicate out what you are doing through your social media, blog, website; and communicate your team inside.

9.2.9. Bet on a media strategy

It's also important to communicate what a business does to the media. And it's about doing well and offering them what they need. Looking for the perfect approach each business has a very valuable information to communicate to the media. It is not about frying press releases and information that is not relevant to them. It's about understanding how the media works and how our startup can help them.

9.2.10. Measure the results

To see if the strategy and actions are working, you have to measure them. For this, what is used are the KPIs. The KPI (Key Performance Indicators) is part of the marketing strategy. Some basic KPIs is the conversion rate, the bounce rate, the duration of the visit on the web, the number of Retweets, number of likes, etc.

[\(Source: Jamerson, K., Top 10 Marketing Tips for 2020\)](#)