

# F3

Vysoká škola  
ekonomická v Praze  
**Fakulta podnikohospodářská**

## Developing actionable marketing strategy for an early-stage business

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EVROPSKÁ UNIE  
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MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

# Agenda

- Introduction to marketing for start-ups
- Segmentation, targeting and positioning

# Marketing

- The essence is to find a balance between the interests of the customer and the enterprise.
- A set of activities designed to anticipate, identify, stimulate and satisfy customer needs;
- better than our competitors;
- with reasonable costs.

# USP – Unique Selling Proposition

- Determines what is unique your brand or product
- What other brands / products do not have
- Is used in marketing communication

# ESP – Emotional Selling Proposition

- Brand value based on emotions and ideas
- Often the purchase is based on the emotional aspects
- With intelligent and appropriate combination of rational and emotional benefits that we provide our customers, we can achieve a reason why they prefer us over the competition

Source: based on Kaufman (2012)



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# The ultimate goal of marketing is customer satisfaction

Lots of of entrepreneurs satisfy their own ego ...  
... and their own needs.

However, if they are the same as customer's, why not then? 😊

## RETROTRIKA.CZ



## KATEGORIE

Aktuální kolekce

## INFORMACE

Tabulka velikostí

Dodací podmínky

O nás

Retro videa

Hrát hru Jen počkej, zajíc!

## Find us on Facebook

 Retro je sexy!


967 people like Retro je sexy!


 Facebook social plugin

## ORIGINÁLNÍ RETRO TRIČKA S POTISKEM

## Tričko Igráči

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Kočka

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Spartakáda

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Móda 60's

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Sodovky

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Cvička

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Jawa Pérák

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## Tričko Magneták Tesla

Kvalitní unisexové tričko s potiskem z limitované edice, 100% bavlna, značka Sol's.



299 Kč

Zobrazit

Přidat do košíku

## MŮJ ÚČET

Váš e-mail

Heslo

Přihlásit

Zapoměl jste heslo?

Vytvořit nový účet

## KOŠÍK ▲

Žádné zboží

Poštovné 0 Kč

Celkem 0 Kč

Košík

K pokladně

# Focusing on product vs. customer

<b>Focus</b>	<b>On product</b>	<b>On customer</b>
Begins with...	technology	customer
The product is perceived as	core	means to satisfy the needs
The communication emphasizes	specifications	atributes, which bring benefits to the customer

Source: NIJSSEN, E.J. (2014)



# We do not sell products, but solutions

- Our customers do not care what our product is and what it is best at
- They are interested in what will be the **benefit and utility** for them
- The product is only means to achieve that **result**
- Emotions that are associated with the product, can also be the benefit
- Customer does not care how fast the train is, but how short or long will the travel be

The customer does not need a drill,  
but **a hole** in the wall



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# The customer buys certain **skill**



*This photo, identified by [Pixabay](#), is free of known copyright restrictions.*

# Marketing communication

- Advertising
  - Public Relations
  - Sales promotion
  - Direct marketing
  - Personal sales
- 
- **Those traditional channels are often too expensive for start-ups**

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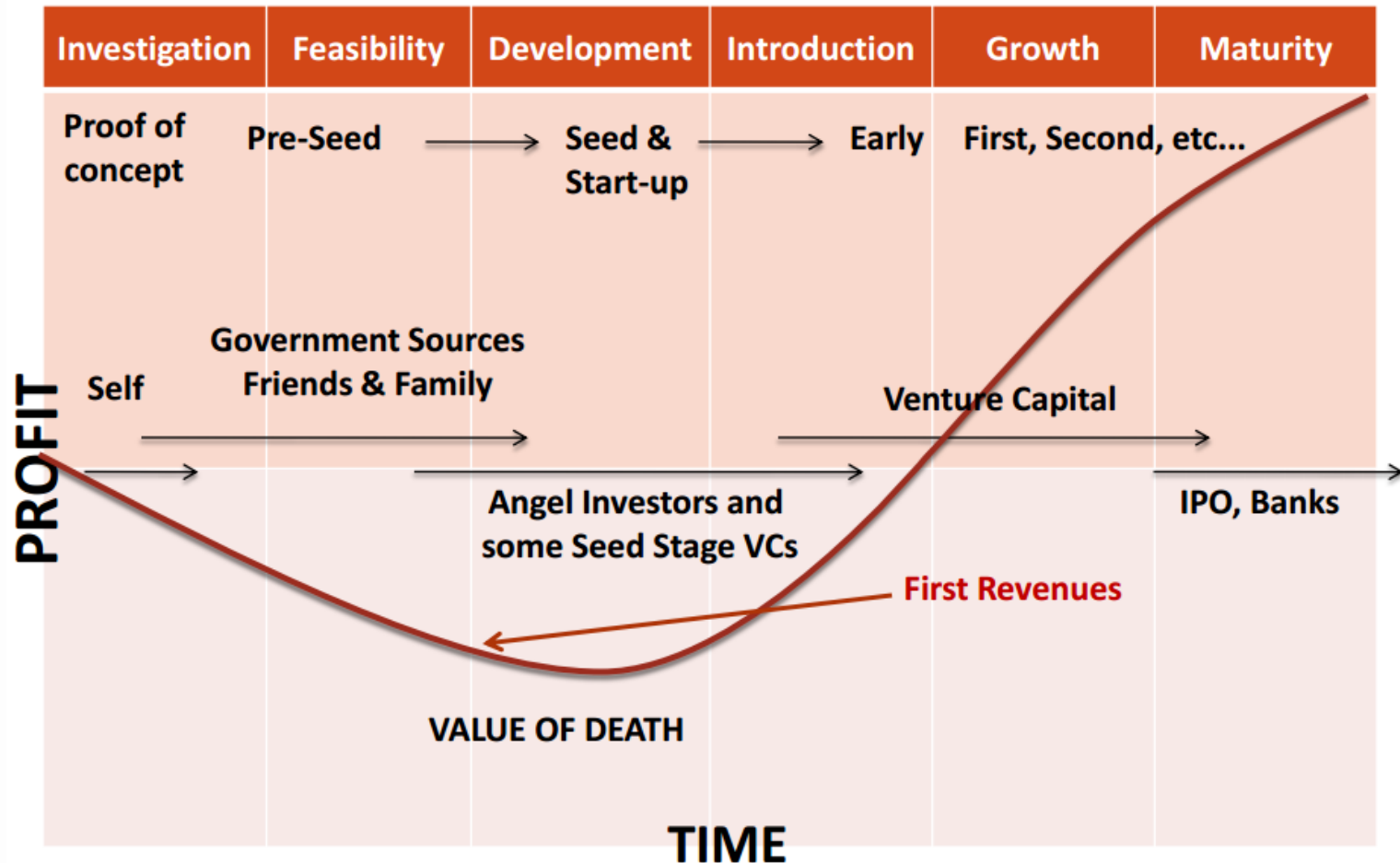
# Integrated marketing communication



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# Why marketing of a young business is specific

## The Capital Lifecycle



„If I had asked people what they wanted, they would have said faster horses.“

Henry Ford

# Segmentation, targeting and positioning



# Segmentation

- It is necessary to connect supply and demand side of a market
- Segmentation can help us to identify those two sides
- We need to group potential customers according to predefined criteria

# Segmentation

- **Size** – a segment should be large enough
- **Purchase power** – people or companies in our segment should be able to afford our products or services
- **Identifiability** – people or companies in our segment have similar characteristics
- **Accessibility** – we should know where to reach the segment (e.g. What media do they read / watch)
- **Stability** – a segment should be stable in time

# Segmentation



## Buyer Persona

**Name:** Jane

**Age:** 34-year-old

**Gender:** female

**Roles:** Gym Owner, Marketing Manager, Head of Sales

**Market:** B2C; memberships mostly stay-at-home moms and newbie gym owners.

**Marketing Solutions:** Offline Campaigns, Google Adwords, Blogging on Website

**Internal Drivers:** Wants to connect with customers on a personal basis. Values respect, relationships and a safe atmosphere. Fears losing members, coming on too strong in her relationships, and not making an impact with her business.

# Targeting

- Usually during the segmentation proces marketers are able to define many segments
- Targeting means that we choose 1-3 segments that make the most sense business-wise
- As entrepreneurs we need to start with targeting smaller, but precisely defined part of the market to get momentum (a snowball effect)

# Positioning statement

- Defines company's USP or ESP
- The result should be a sentence or a paragraph that defines mission of our start-up
- Positioning is of strategic importance
- Explains the value added from the customer's position

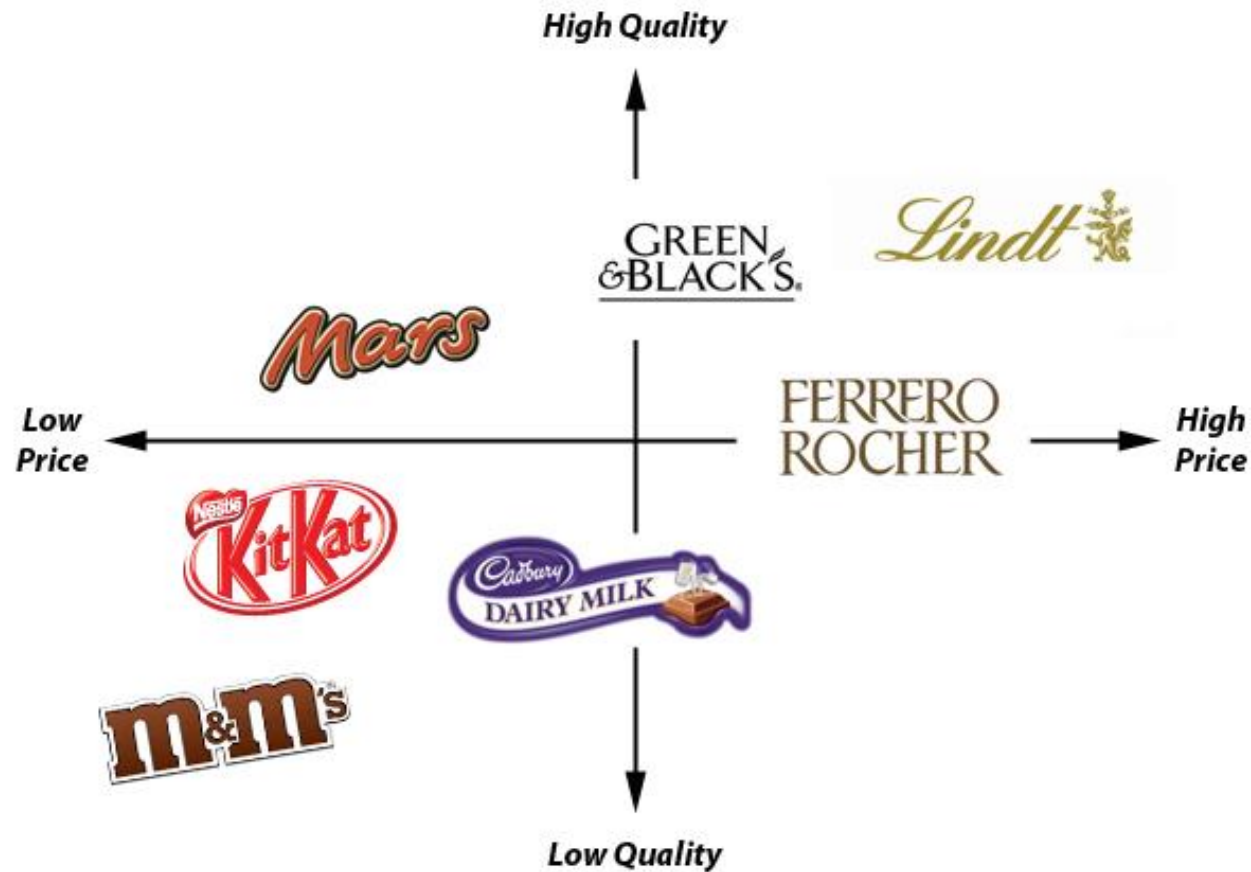
# Positioning statement

- „ We sell a battery-powered drill“

VS

- „ Mobility for construction workers“

# Positioning map



# Creating an effective communication strategy

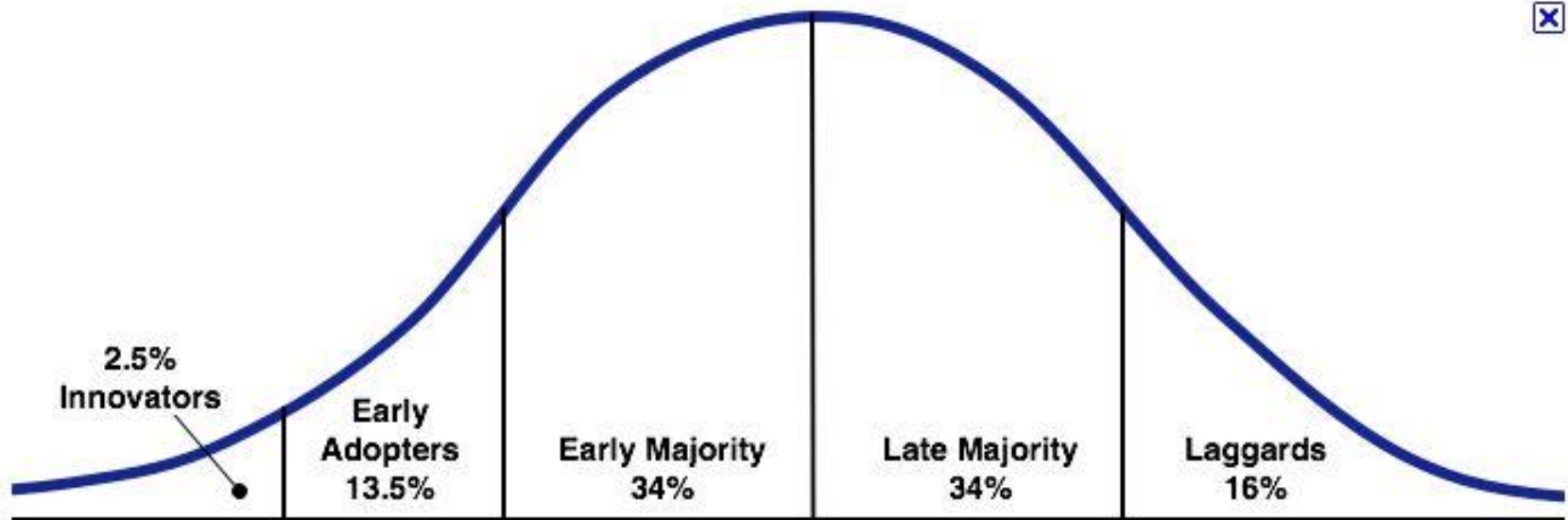
1. Specify the target recipients of the message
2. Set goals for communication
3. Prepare communication and creative strategy
4. Choose communication paths
5. Define a budget for communication
6. Select communication mix
7. Choose appropriate KPIs



# 1 . Specify the target recipients of the message

- Based on market segment
- We can reach more segments at a time
- However, it is appropriate to adapt the communication to each of them
- Will it be a user or a non-user of the product?
- Are the attitudes of the target group positive or negative towards the product?
- At what stage of the reception cycle do we want to reach the user?

# 1 . Specify the target recipients of the message



Source: Rogers (2007), moderntakeonmarketing.com

## 2. Set goals for communication

- Create awareness of the need of a particular product
- Create or stimulate demand
- Differentiate a product or company
- Create brand awareness
- Shape associations to our brand
- Support the intention to buy

## 2. Set goals for communication

- **S**pecific – what do we want to reach with our campaign?
- **M**easurable – how will we measure efficiency?
- **A**chievable – Is it possible to reach our goals?
- **R**ealistic – the process of achieving goals must be grounded in reality.
- **T**argeted and timed – what is the target group and when will we reach them?

### 3. Prepare communication and creative strategy

- Prepare communication and creative strategy
- We are looking for suitable appeal, what and how to say
- Are we going to appeal to reason or emotion?
- Will we use a brand ambassador?
- Are we trying to influence our segment through „opinion leaders“?

## 4. Choose communication paths

- We choose between
  - **Personal paths**
    - Provide immediate feedback
    - Use non-verbal communication
    - Is useful to build trust with our customers
  - **Impersonal paths**
    - Reaching mass of customers in relatively short timespan
    - Relatively low costs per reached customer
    - Low control in how the target group will react to our message

## 5. Define budget for communication

- The percentage of turnover
- Company's actual possibilities
- According to our competitors
- According to communication goals

## 5. Choose communication mix

- We choose instruments to achieve a synergy effect
- So called integrated marketing communication
- E.g. advertising together with sales support
  - Discount, bonus, 1+1, special offers etc.



## 5. Choose appropriate KPIs

- We should be able to attribute business performance to specific campaigns
- What will be a measurement for our success?

# Q & A



# Sources

- Karlíček Miroslav. (2016). Marketingová Komunikace: Jak komunikovat na Našem trhu. Grada Publishing.
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- Nijssen, E. J. (2014). Entrepreneurial marketing: An effectual approach. Routledge.



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