



PALLAS
BrandFare

WORKSHOP

MARKETING & PR – FIRST STEPS FOR START-UPS

July 17, 2024

ABOUT MYSELF

... marketing strategist and project manager with a passion for tricky technology and non-tangible services

... “wandering monkey” – 40% of my yearly time in Asia, 60% in Europe

... forever Hamburg lover

... free-time dancer and instructor for aerial arts

... “always good for a surprise”





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BEFORE WE START ...

WHAT CHALLENGES ARE YOU FACING WITH YOUR MARKETING?

CHALLENGES IN START-UP MARKETING

Our observations/experiences

1

No clear design framework → new staff or external providers, need a lot of time to onboard

2

Despite a clear positioning, communication is not oriented toward target groups → generic and irrelevant

3

Sales-driven approach leads to focus on promotional content → no regular, added-value content for PR, social, blog, ...

4

Google Ads is taken as a Sales team → loss of high amount of money with no conversion

5

Investor expectations drive activities → (Unexperienced) investors dilute your channel split

6

The one-eyed man leads the blind man → how do you expect success



HOW TO BUILD MARKETING PROFESSIONALLY AS A START-UP

FROM BUSINESS STRATEGY TO MARKETING

Creating the marketing interpretation of your business strategy



Example for interpretation

- “Happy start-up” is working in a highly regulated market both on local as well as European level. Therefore, we must keep your audience informed about updates
- Competitors of “Happy start-up” are mostly located in the north of the country. Therefore, our sales and marketing efforts must go into this region

TARGET MARKET CHARACTERISTICS

General

- Import/exports
- Where are which companies located (size, sector clusters, production locations, consumer locations)?
- Which regions/cities are known for which key topics?
- What is the labor market/situation regarding skilled labor?
- Share of FDI/in which sectors do they go/from which countries?

Industry-specific

- Clusters
- Trends
- Companies

Recommendation:

Cluster by „PESTLE“ analysis:
political, economic, social,
technological, legal, ecological

BUYING CENTRE

Example for interpretation

In “Happy start-up’s” industry, the key decision makers are vessel owners. Service engineers are important influencers. We have to focus on these audiences.

	Industry		
	Market segment 1	Market segment 2	Market segment 3
Decision maker			
Procurement			
User/expert			
Influencer			
Gatekeeper for information			

Example for interpretation

- Technical supervisors want to make a positive change for a sustainable future. Our communication must address this goal.
- A big pain point of technical supervisors is the installation of the system. We must showcase how we make it so easy for them.

AVATARS

Understanding the main audience



Ralph Schütze,
Technical Supervisor

SLOGAN
Sustainable future
changemaker

DEMOGRAPHICS

- Ø age: 45-55
- gender: 100/0 m/w

EDUCATION
Diploma (FH/Uni);
several years of
experience in
managing sustainable
product segments,
industrial engineer

MAIN CHANNELS
Blogs/social media,
trade fairs, digital
trade media and
portals

ELEVATOR PITCH

„[Company] has the expertise and products when it comes to future concerns in the industry.“

NEEDS AND GOALS

- xxx
- xxx
- xxx
- xxx
- Xxx

MAIN BUYING CRITERIA

- xxx
- xxx
- xxx
- xxx

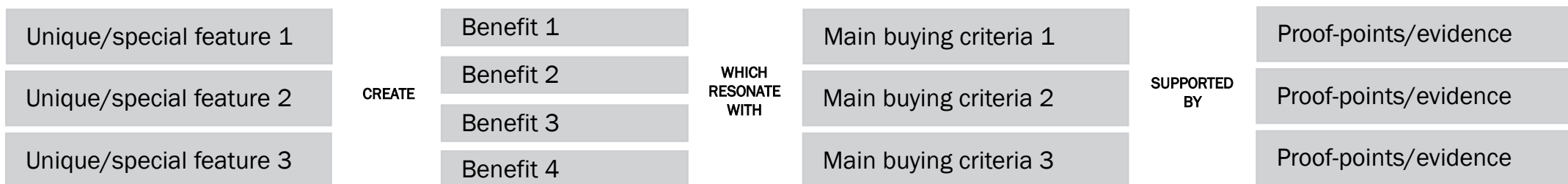
PAIN POINTS AND FRUSTRATION

- Installation of new system takes a lot of time and is often not working
- His team is losing a lot of time on getting trained in new systems
- xxx
- xxx

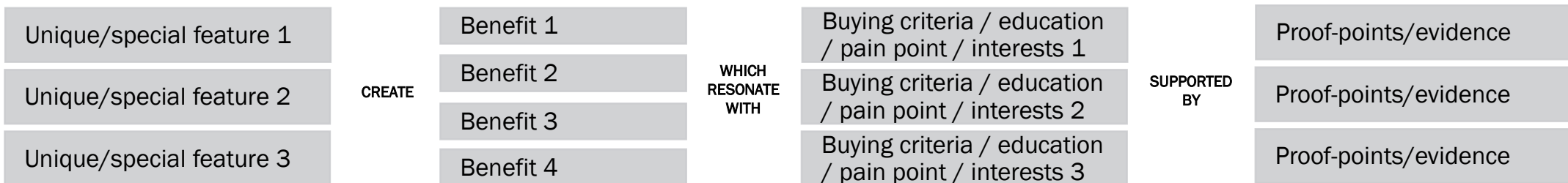
COMPETITIVE EDGE

Build a narrative with focus on unique/special benefits & features

Products



Company



MANAGEMENT SUMMARY

Strategic and tactical marketing goals

Strategic marketing goals

1. As “Happy start-up” is working in a highly regulated market, our content will focus on regulations and their impact for our audience.
2. Our sales and marketing efforts will go into the north of the country because this is where our competitors and our main audience is located. [can also be the opposite!]
3. ...

HOW WE ACHIEVE
THEM

Tactical marketing goals

1. As technical supervisors often gather during workshops at industry events, we will invest in speaker slots and brand awareness accordingly.
2. Given the high level of regulation, we will also invest in activities related to policy making.
3. ...




BUDGET AND ACTIVITIES PLANNING

MARKETING PLANNING

Budget split

➔ Allocation of marketing budget + x for branding



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ELEVATOR PITCH
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NEEDS AND GOALS

- xxx
- xxx
- xxx
- xxx
- xxx
- Xxx

MAIN BUYING CRITERIA

- xxx
- xxx
- xxx
- xxx

PAIN POINTS AND FRUSTRATION

- xxx
- xxx
- xxx
- xxx



MARKETING PLANNING

Activity plan for six months

Action plan marketing

As of (date)

Strategic marketing goals
xxx

Operational marketing goals
xxx

Part 1: key topics for marketing and communications

Key topics are played as cross-medially as possible and serve to focus content; other (current and/or urgent) topics are additionally included depending on priority

	Month	1	2	3	4	5	6
Industry focus	Fairs and events						
	Industry-wide topics						
Segment focus	Topics market segment 1						
	Topics market segment 2						
Overall projects	HR topics						
	Internal comms topics						
	Overarching projects						

Part 2a: Operational marketing measures market segment 1

	Month	1	2	3	4	5	6
Basic elements	Corporate Design						
	Imagery						
	Videos						
	Brochures / flyers						
	Presentations						
	Website						
Dedicated activities	Events						
	Campaigns						
	Mailings						
	Social Media						
	PR						
	Special projects						

Part 2b: Operational marketing measures market segment 2



HOW TO: SALES + MARKETING PROCESS

COLLABORATION OF SALES AND MARKETING

Marketing

... supports awareness process with targeted activities

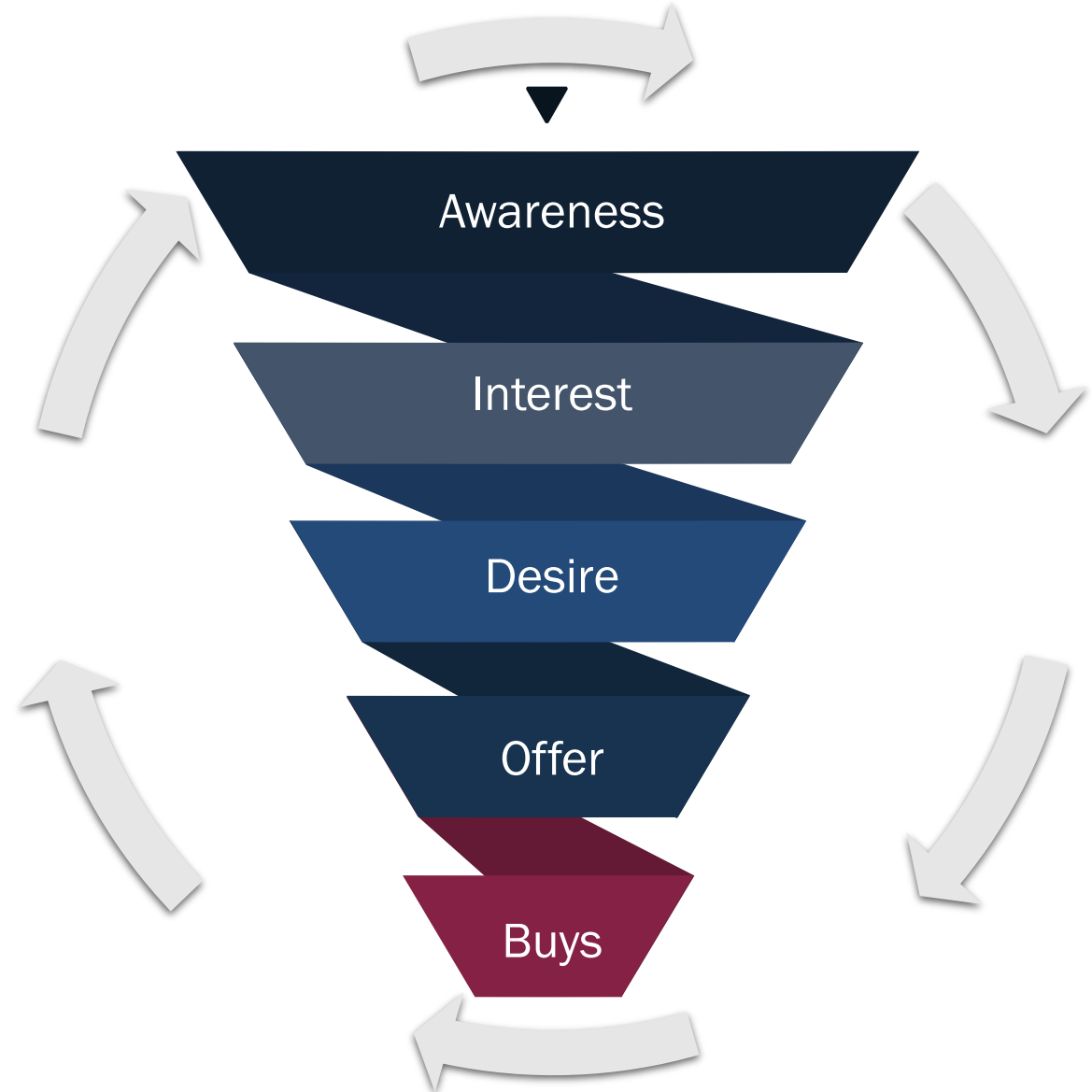
... supports in lead generation

... is in small companies also the Branding Department

Sales

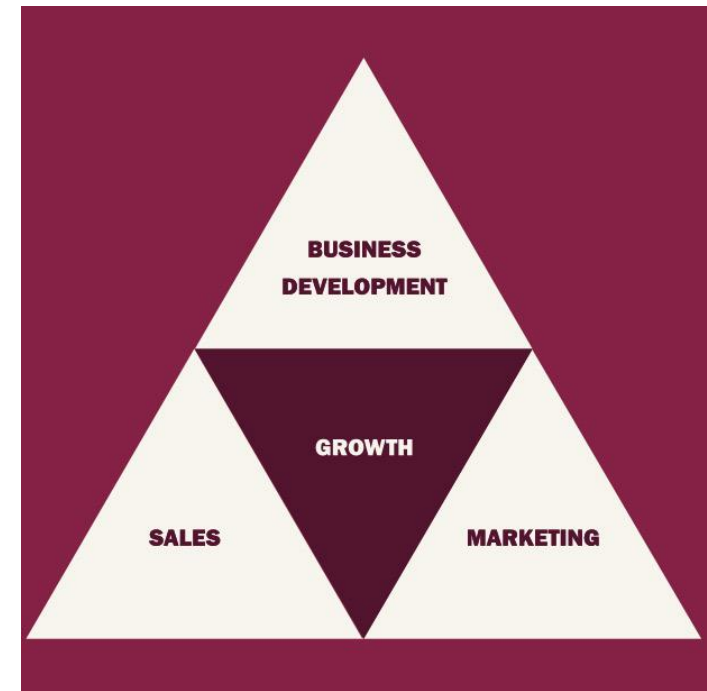
... supports marketing through their experiences „on the road“ (activities, customer feedback)

... is supported not only through awareness but also reinforcement activities (increase desire)



SOME PRACTICAL EXPERIENCE

- Plan very regular alignments between sales and marketing
- BUT: don't let sales be the only „master“ of marketing – because you will not build a strong brand
- Understand the particularities of PR („communications“) which is not to be equalized with marketing, even for trade made





HOW TO: PEOPLE + PROCESSES

PLAN YOUR TIME, AND DO IT WISELY

How much time does a marketing person
with first experience need to do

... a LinkedIn post

... distribute a press release and follow up
with the media

... create a landing page

→ Plan your team resources/external
partners accordingly – don't take marketing
and PR as a „side job“



BREAK-OUTS

YOUR TASK FOR THE BREAK-OUTS

Create your marketing plan!

- Create a basic marketing plan for one of your group's start-ups
- Describe three important strategic and three tactical goals
- Show your budget allocation and major activities for the next six months
- Explain how much you do (not) invest in branding vs. marketing and explain why





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