

Marketing, and the story begins!






Jan Keil



About me

- German ;)
- Education: economical and industrial engineering, business management (Karlsruhe, Trontheim, Strasbourg)
- Ran several companies as CxO (West and East Europe, Far-East, Africa)
- Acted as interim manager for several international IT projects and well-known brands (Daimler, GfK, Nawras, RTL)
- Helped start-ups as Business Angel
- Never the less 19 years connected to Ukraine, currently contracted by Infopulse (VP Marketing)



”I don’t care if it’s on paper or in your head, just make sure you have a plan!”

- Kristin Marquet, Marquet Media, LLC



THE MARKETING CANVAS

GOALS

Define your goals qualitatively and quantitatively? What is your growth gap?

€ (= customers x €/month x 12) for the period

MARKET

Define the market where you will play!
Where is your market on the growth curve?
Measure the market where you will play!

BRAND

Why you do business is more important than how you do business.



Purpose



Positioning



Values



Identity

VALUE PROPOSITION

It goes deep into the problems you want to solve for people, and what makes you the right one for the job.



Features



Emotions



Pricing



Proof

CUSTOMERS

Portrait 3 personas that represent your customers in the chosen market.



Job to be done



Aspirations



Pains/Gains



Engagement

COMPETITION

In the chosen market, what does the competition look like?

CONVERSATION

More than monologue, it is all the conversations you have with your ideal buyer.



Listening



Content & Stories



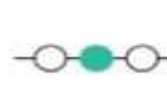
Media



Influencers

JOURNEY

The journey is the complete sum of experiences that your customers go through when interacting with your brand.



Moments



Experience



Channels



Magic

TRENDS

In the chosen market, what are the most influential trends?

METRICS

Metrics you should define for a viable business model and strategy



Users



ARPU



Lifetime



Budget



Designed by LAURENT BOUTY

<https://marketingcanvas.eu>

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Research Shows...

The total number of businesses has increased by 49% since millennium, and these businesses use a mix of digital and traditional marketing (SBA)

Almost 50 % of new businesses, independent of the industry, fail within the first 4 years (Brain Research Institute)

A careful survey of failed startups determined that 42% of them identified the “lack of a market need for their product (market fit)” as the single biggest reason for their failure (Fortune)

64% of businesses see a great importance in marketing and advertising (Business Insider)



Recipes for Failure



No product-market fit

False assumptions about new markets too



Underestimating lead times

Losing time, money and focus. Cash flow problems.



No “partners in crime”

Not grasping the local context, regulation, market.



Too soon

Losing grip in home market



No plan

No milestones, not knowing when to abort, losing too much money, time and energy



No focus

Flying everywhere, no proper time for follow up, not really grasping any of the new markets



Misunderstanding cultural differences

Wrong country lead and losing whole country



Internationalisation as an afterthought

Hard coded € in software | Names that don't work across the globe



Do you really want to go?

It is widely believed that all highly innovative firms are destined for high growth. This is not true.



**Think boldly. Don't be afraid of making mistakes.
Don't miss small details, keep your eyes open
and be modest in everything except your aims.**

Widespread Mistakes Everyone Can Do



I know it better myself!

Wang Laboratories didn't mind to think about their slogan for a new Wang Computers' campaign and chose: "Wang Cares", which sounds like "Wankers". Not the best association for a company, don't you think so?



Widespread Mistakes Everyone Can Do



My product is perfect. I don't need to upgrade it

Kodak, a huge company with innumerable opportunities, significantly failed in digital photography.

Steve Sasson, the Kodak engineer who invented the first digital camera in 1975 received negative response on his success:

“That’s cute – but don’t tell anyone about it” ...

“The Kodak Moment”

Widespread Mistakes Everyone Can Do



I don't need to follow the rulez!

In 2005, Yahoo owned 21% of the online advertising market, and was first among other big players. Today the company has only 4th place after Google, Facebook and Microsoft.

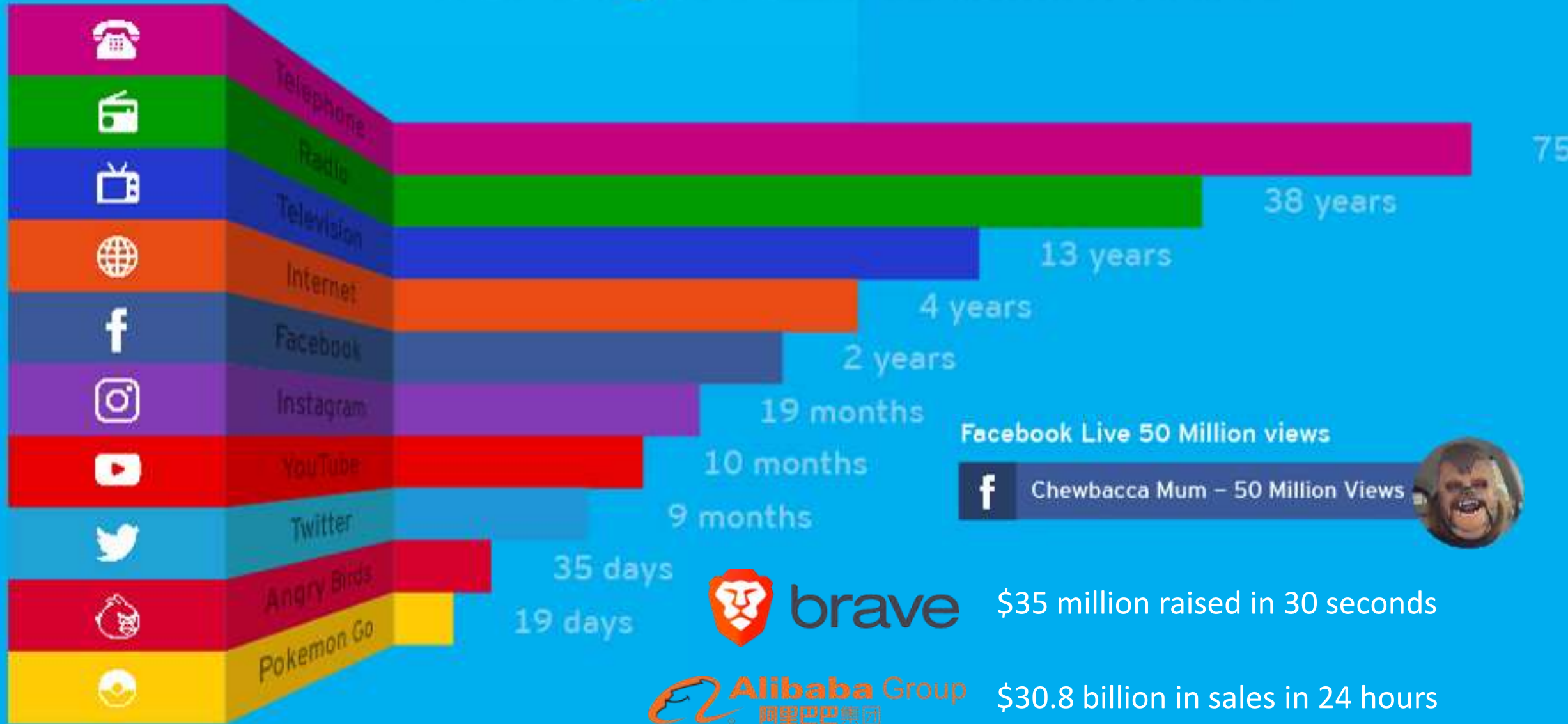
Yahoo decided that consolidation of its stand as search engine is not so important as opportunity to become a media giant. If Yahoo continued its search engine development, today everybody could “**yahooing**” instead of “**googling**”

- Google. In 2002 there was reportedly a deal struck for Yahoo to buy Google for \$5 billion dollars. Then CEO Terry Semel refused to shell out the cash and the deal was squashed.
- DoubleClick. DoubleClick was the dominant player in display ads throughout the late '90s and early 2000's. Buying DoubleClick would've helped Yahoo strengthen their display ads as Google was gaining on them. Unfortunately they didn't move quick enough and Google pounced on this opportunity.
- Facebook. In 2006, Yahoo had a deal to buy the company for \$1 billion. They then lowered their offer and Mark Zuckerberg backed out. Facebook is now valued x150 times their original asking price. Whoops.

Impact is not created by big budgets, it is created by innovative (marketing) approaches



How long to reach 50 million users?



Facebook Live 50 Million views



\$35 million raised in 30 seconds



\$30.8 billion in sales in 24 hours

First Steps

Vision. The company's long-term goals. Why did you create your company? What you want your business to be known for?

Infopulse has a single vision for the company - Embrace infinite opportunities

Mission. The main purposes and goals of your business. What is the spark, which will make your business differ from other?

We bring information to life, using the digital advantage to create value for our customers to the benefit of society.

Strategies & Tactics. Your business roadmap. What are you going to do to achieve your goals?
Grow in revenue by climbing the value chain.

SMART

Specific (Goals), Measurable (KPI's),
Achievable, Relevant (Alignment),
Time-bound





**KEEP
CALM
AND FOLLOW
THE RULES**

Follow the ~~FIVEPs~~ rule!

Product. For sake of marketing understand your product and your customers' needs, as it is the nucleus of your business!

Price. Determines your profit and makes your product desirable. The price you set has to come up to its value. Remember that everything has its price, either it is resources or time.

Promotion. Use all of the methods of communication (Strategies & Tactics).

Place. Choose where (place, platforms, areas) and to whom (customers) you will sell your product.

People.



Why Do You Need Marketing?

Without Marketing:

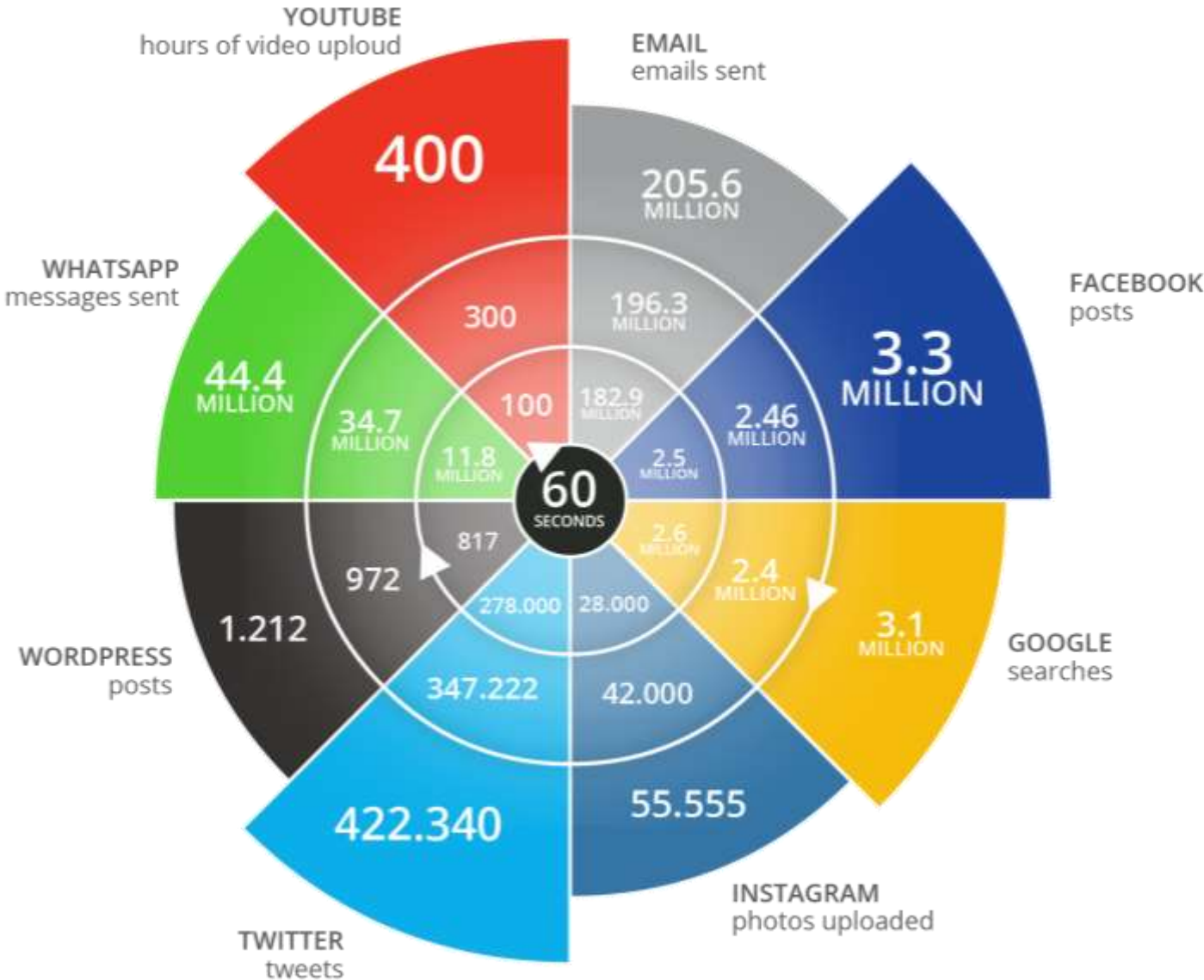
You just don't know what you are doing.

No one will see your product, no matter how great it is.

Sales will fail and the company will lose.



What Happens Online in 1 minute? *



* Smart Insights

Digital Marketing – The Main “Weapon”

- Content marketing + Video
- Social media marketing
- SEO
- E-mail marketing
- Webinars

**COSTS 62%
LESS THAN
TRADITIONAL
MARKETING**

ECONOMICAL

IMPACTFUL

**TIME & EFFORT
SAVING**

FLEXIBILITY

**INSTANT
FEEDBACK**

**REAL TIME
ANALYSIS**



Content Marketing

You don't need to be a good writer to have a good content!
Grammarly, Hubspot and others can help!
Engage external experts!

The Most Popular Content Types:

- Blog
- Case Study
- Whitepaper/eBook

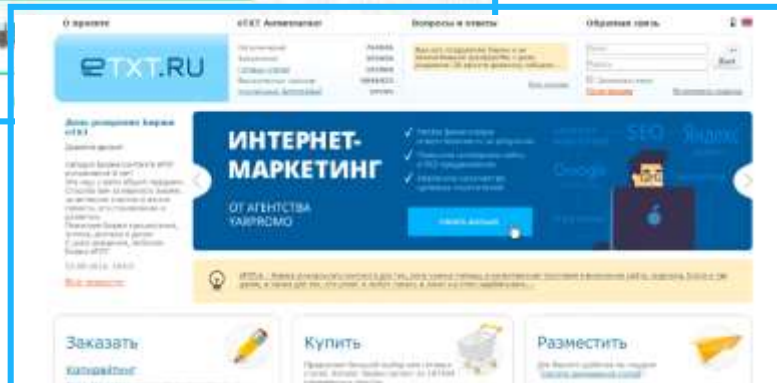
Don't forget about Images and Infographics!



Contently provides its customers with high-quality content in English



Scripted allows businesses to choose the author they need



eTXT is a platform for authors and businesses, which allows to order a proper content in Russian

Video Marketing

It is generally agreed, that Video is the most powerful digital marketing resource. It is **better for sharing, search engines love it** and, of course, it is **really persuasive**. Video creates a good impression about the company and helps your competition improving consumers engagement.

It helps to manipulate your customers' emotions with the help of sight and sound.



80% more visibility

Video Marketing Value:

MORE
PERSUASIVE

BUILDS TRUST
& CREDIBILITY

SEO FRIENDLY

YOUTUBE &
Vimeo



Social Media Marketing

Social Media Marketing uses social media platforms to market a product or service. Companies can address directly their customers, suppliers and partners. In addition, nowadays almost each of the platforms has its inbuilt analytics, which helps to manage all campaigns, track success and processes and create new strategies.

<https://www.cmswire.com/content-marketing/17-enterprise-tech-companies-killing-it-on-instagram/>

Social Media Value:

BRAND
REINFORCEMENT

AUDIENCE /
COMMUNITY
BUILDING

DIRECT
FEEDBACKS

SEARCH
ENGINE
VISIBILITY
INCREASING

Webinars

Webinars help to use the interactive elements for your marketing campaigns, such as ability to share, receive and discuss information about products or services in the real-time



Webinars Value:

INVOLVEMENT

DIRECT
INTERACTION

ACCESSIBILITY
ALL OVER THE
GLOBE

LEADS
CAPTURING

Conferences & Exhibitions

Attend all events you can

Even as just an attendee you have a lot of opportunities:

- Communicate with targeted audience, suppliers and competitors face-to-face
- Present your business
- Exchange business cards ;) – build your network
- Make business deals
- Discover up-to-date innovations and trends in your and related business areas
- Participate in open discussions
- Communicate with journalists
- Analyze your opportunities



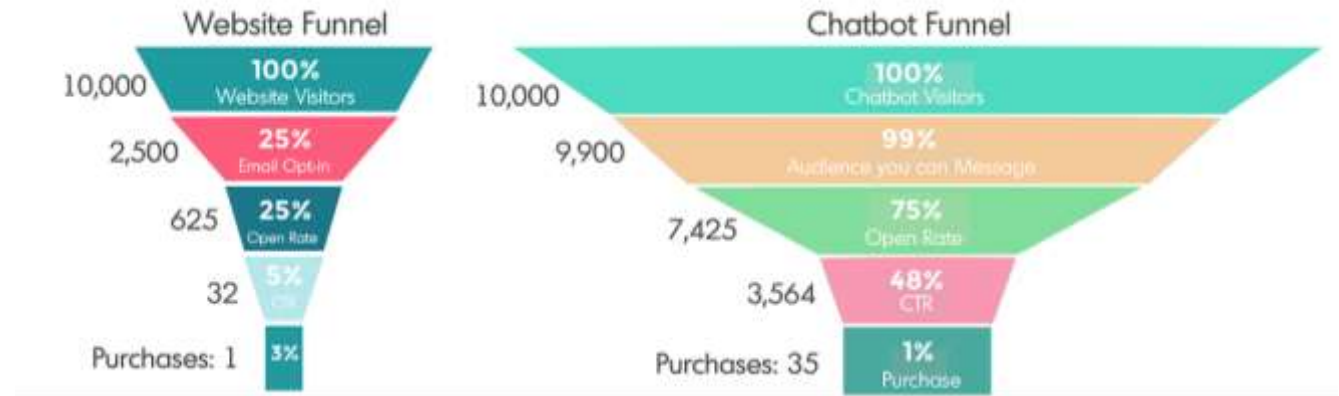
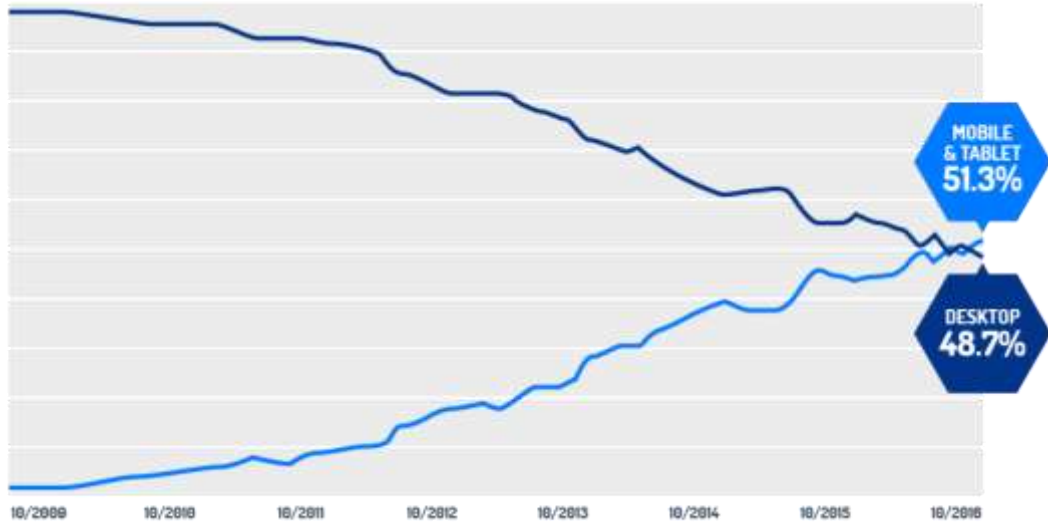


Partnership

**Partnership with other businesses
sharing your expertise**

If you don't have an expertise in something, find somebody, who has it!

What a bright future: IT all changes!



1. Nail your product value (unique selling point)
2. Have a marketing plan (focus – simplify – execute)
3. Set Goals. Track Progress (know what you do – measure it)
4. Configure all of your process, especially interaction between sales and marketing (KISS – keep it simple, stupid!)
5. NEVER cut down expenses, but change the tactics
6. Market and improve every single day (Plan, Execute, Measure, and Adjust)
7. Use an innovative approach

Recommendations





Contrary to popular wisdom, companies from the fringes of the world economy can become global players. What they need is organizational confidence, a clear strategy, a passion for learning, and the leadership to bring these factors together.

SUSTAINABLE DEVELOPMENT GOALS





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