

# Business STARTUP marketing tools & strategies

by Randy Strothman & Associates 412-322-9720 [www.StrothmanAssociates.com](http://www.StrothmanAssociates.com)

A menu of suggested startup elements. *Note: the estimate below does not include all of these.*

- memorable name
- branding elements
  - unique logo or wordmark
  - font and color choices
  - tagline or brief descriptors
  - mission statement
  - 3-6 brief key messages: Unique Selling Proposition, your “promise” to customers
  - brief language to describe business (100-250 words)
- print identity package (*some could be digital*)
  - business cards
  - letterhead
  - envelopes
  - invoices
  - fax sheets
  - thank you cards
- research about the marketplace and customers: your competition, pricing, opportunities and market niche
- a business and marketing plan
- pre-launch and ongoing networking, including memberships, business lunches, etc.
- a solid database of contacts and prospects
- connections with “neighboring” businesses, looking for partnerships and co-promotion opportunities
- research about free promotional opportunities via associations, memberships, the web, etc.
- signage: interior and exterior
- flyer or brochure
- :30 “elevator statement” for brief encounters
- promotional phone message
- internet and e-mail service
- e-mail launch announcement... plus updates
- website and / or blog
- presentation package (*folder with inserts, etc.*)
- mailer: postcard or letter
- press kit: press release, bios, fact sheet, photos, etc.

## Extra/optional startup elements

- counter or rack cards
- Grand Opening kickoff event
- retail or office space design: furniture, layout, colors, etc.
- media relations to generate stories in targeted publications
- a unique e-mail address (*e.g. not aol.com or yahoo.com*)
- advertising in targeted media (*e.g. trade journal*)
- newsletter
- trade show exhibit

## VARIATIONS

While these minimum and optional elements will vary from business to business, many are basic to all businesses and establish a solid marketing foundation for the future.

## Your website... If you build it, will they come?

*In 2004 there were more than 500 million websites in existence. And more today.*

What other marketing methods will you use to get customers to your website? Do you plan to promote it...

- on your business cards?
- on your letterhead?
- on your invoices?
- on your fax cover sheets?
- on your thank you cards?
- on your phone recorded message?
- on your front door or vehicles?
- on your packaging?
- on your customer billings?
- in your daily e-mails?
- in e-blasts to your listserve?
- in your promotional mailings?
- on your gift certificates?
- in your newsletter?
- in your print advertising?
- in your radio or TV advertising?
- through contests or drawings?
- through Search Engine Optimization?
- by registering with directories?
- through linking with other sites?
- through generating stories in the media?
- through workshops you conduct?
- ... through other techniques?
- \_\_\_\_\_
- \_\_\_\_\_

\$4,000 estimated minimum investment, based on Pittsburgh freelance or small agency prices.