

Business STARTUP marketing tools & strategies

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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.

The classic four “P”s of Marketing

Product • **P**rice
Promotion • **P**lace/location

Your website...

If you build it, will they come?

In 2006 there were more than 100 million websites in existence. And more today.

How do you plan to promote yours...

- 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.