

# 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.

### The classic four “P”s of Marketing

**P**roduct • **P**rice  
**P**romotion • **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.