

Digital Marketing for Startups





AISSAM OUAZA

ESPR

ACADEMIC BACKGROUND



ACHIEVEMENTS



FOUNDATION

July 2013



AWARDS



seedstarsafrica



INNOVATION PRIZE FOR AFRICA
celebrating African ingenuity



STARTUP YOUR LIFE



SERIAL ENTREPRENEUR



OTHER ACTIVITIES



In 2005 a procession
attended the funeral of
Pope John Paul II



In 2013 they came back
for Pope Francis'
canonisation

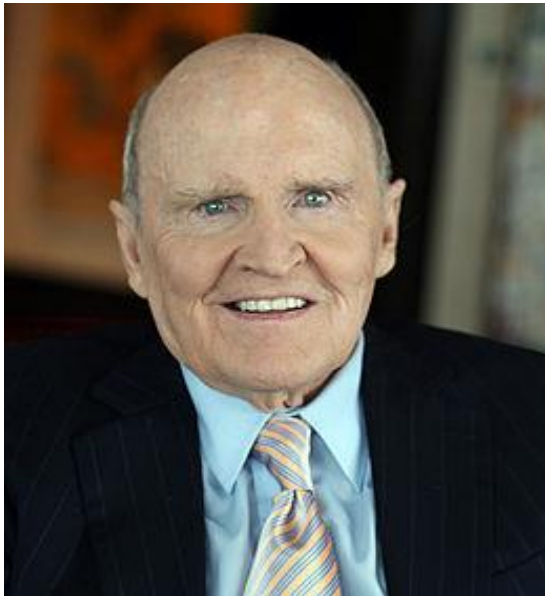




TOWARDS ONE TO ONE MARKETING

“In the 1980s, we saw in every individual a customer.

In the 1990s and beyond, we ought to see in every customer an individual.”



Jack Welch
(former CEO of General Electric)



ESPR

THE WEB 2.0

Between **60%** and **80%** of people time on Internet of work has nothing to do with work



Of iPhone users, **28%** check their Twitter feed before getting up in the morning.



Social Networking Accounts for **28%** of all Media Time Spent Online



16% of people rely on Twitter or Facebook for their morning news



The Google +1 button is pressed **5 billion** times a day by users



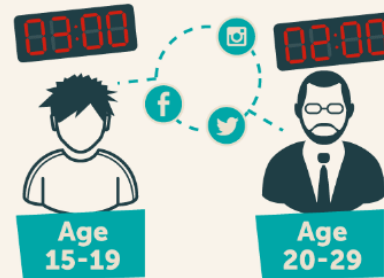
LinkedIn signs on **2** new members up every second



The average visitor spends **15** minutes a day on YouTube



Users between the ages of **15 to 19** spend at least **3 hours a day** on average on social media, while users between the ages of **20 to 29** spend about **2 hours** on their social media accounts



SOCIAL MEDIA ADDICTION

Statistics And Trends



Estimated number of active social media users is **2.03 Billion** with global penetration of **28%**



5 million images are uploaded daily on Instagram



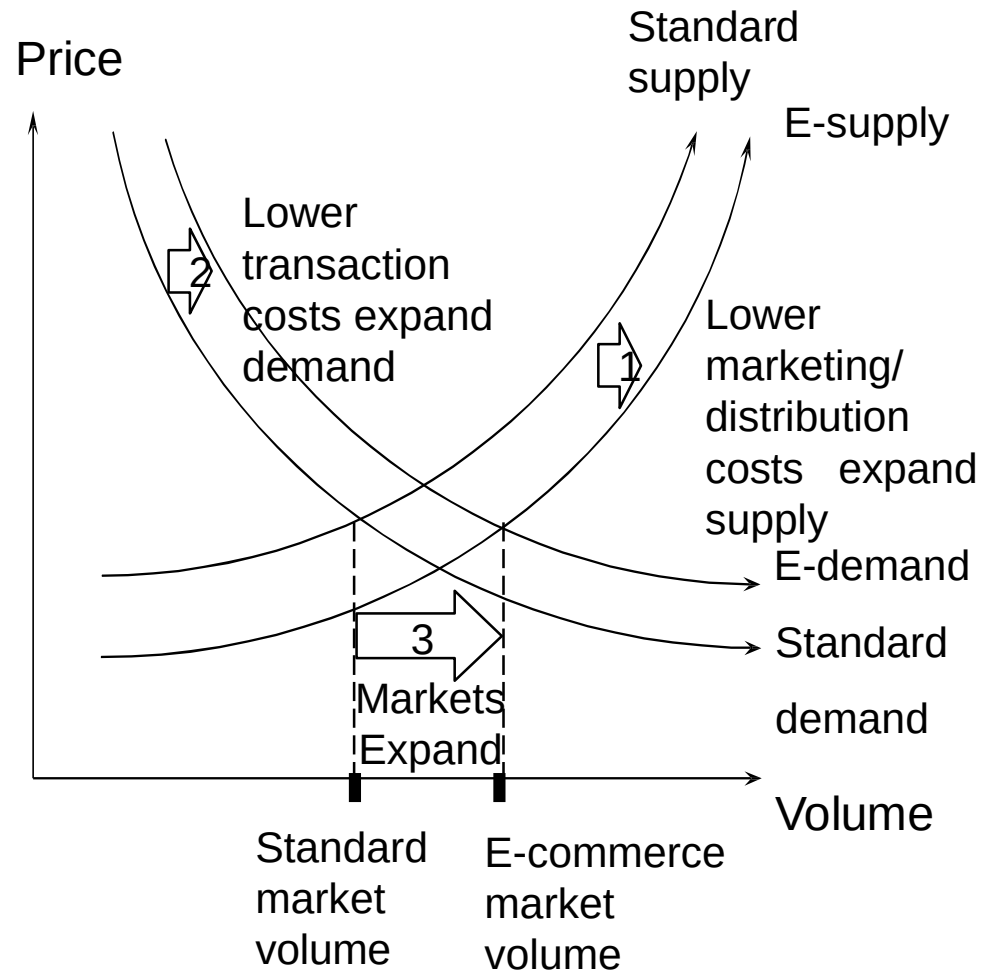
More than **500 million** tweets are sent out per day by users





ESPR

OFFER AND DEMAND EXPANSION



Source: Jelassi, (Strategies for e-business)



E S P R

THE MAGIC OF E-COMMERCE



Jack Ma (Founder Alibaba.com)

“ We finish 60 Million transaction every day.
People don't know each other. I don't know
you; I send products to you. You don't know
me; you wire the money to me.”



ESPR

THE ADVANTAGES OF GOING ONLINE



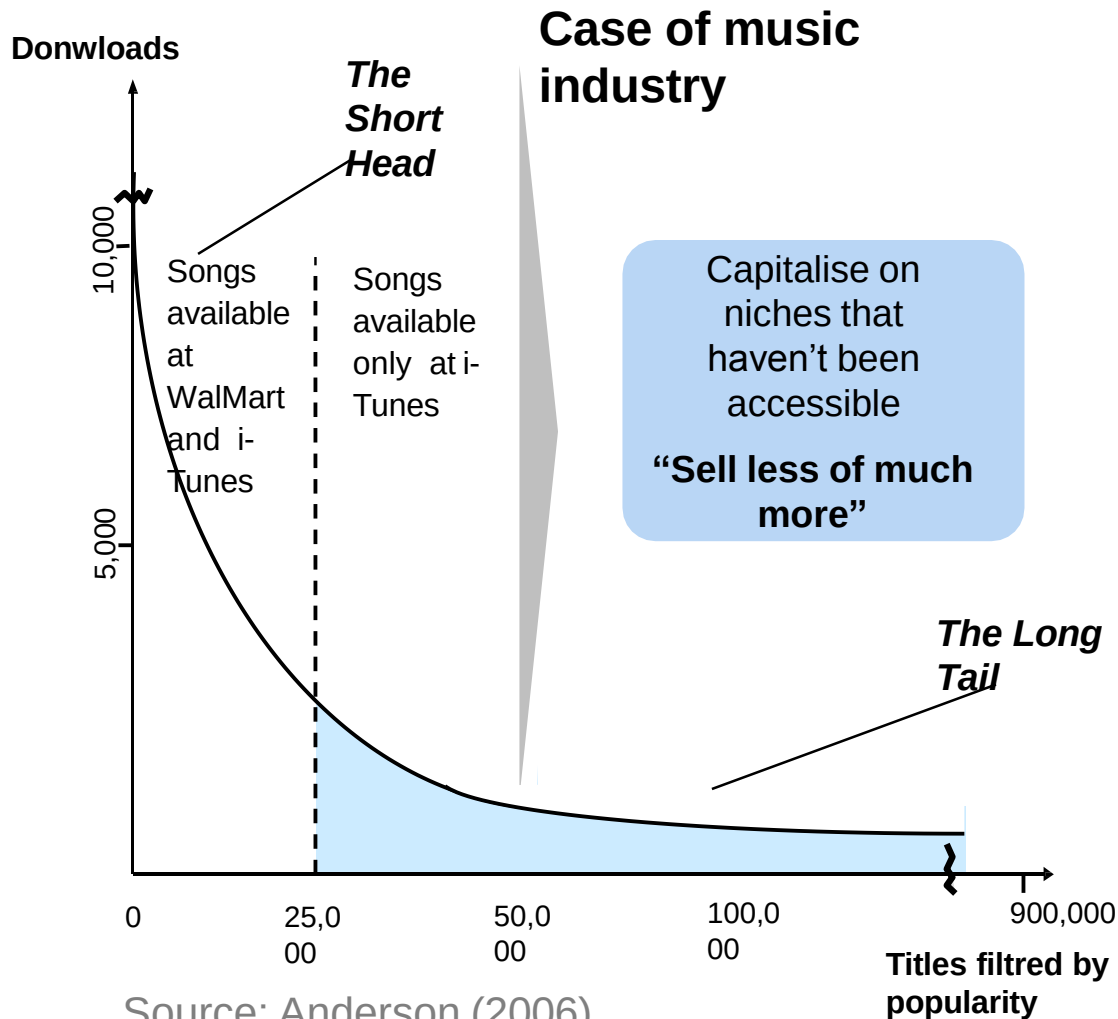
BRAND LOYALTY





ESPR

THE « LONG TAIL » CONCEPT

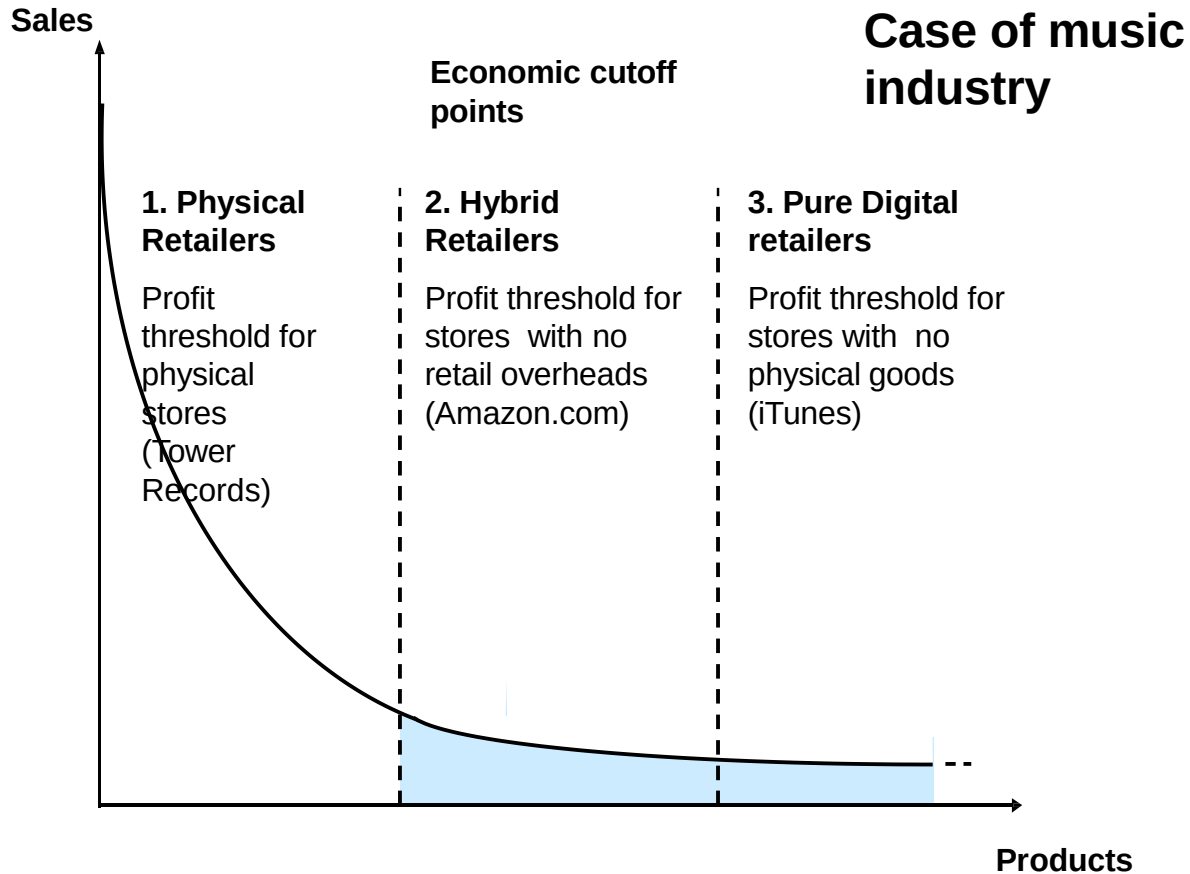


Source: Anderson (2006)



INFINITE DIVERSITY

E S P R



Source: Anderson (2006)



THE DIGITAL REALITY

ESPR

- Most businesses do not have a digital strategy.
- Most businesses do not use a digital strategy.
- Most businesses do not know how to create a digital strategy.
- A strategy is relatively easy to decide upon and put into place.

“Having a simple strategy, and utilising it, will put you ahead of most entrepreneurs, including your competitors”



E S P R

THE PAIN OF ONLINE BUSINESS

- **No Real Community**
- **No Real Leads**
- **No Real Sales**
- **No Real Profit**
- **No KNOWN Results**
- **Just COST-COST-COST**



ESPR

WHAT ELEMENTS ARE YOU USING IN YOUR BUSINESS ?



Are you able to use all of them effectively simultaneously?

Source: Doyle Buehler



ESPR

STARTUP DEFINITION



*“A startup is a company designed to grow fast... The **only essential thing is growth.** Everything else we associate with startups follows from growth.”*

- Paul Graham (YC)



ESPR

STARTUP CREATION PROCESS



HOW TO BUILD A MINIMUM VIABLE PRODUCT



STARTUP CREATION PROCESS: PROBLEM

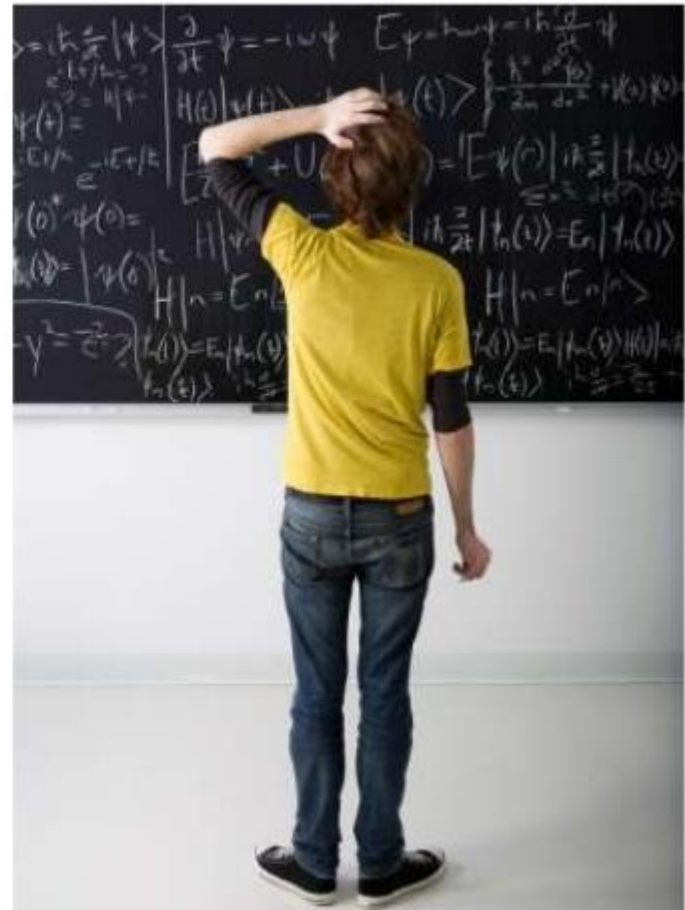
Hi

Harvard
innovation lab

Problem

- Unworkable
- Unavoidable
- Urgent
- Underserved

*Problems worth solving
are usually 4U ...*





Harvard
innovation lab

Breakthrough opportunities...

3

D's

- Discontinuous innovation
- Defensible technology
- Disruptive business model



INNOVATION

ESPR

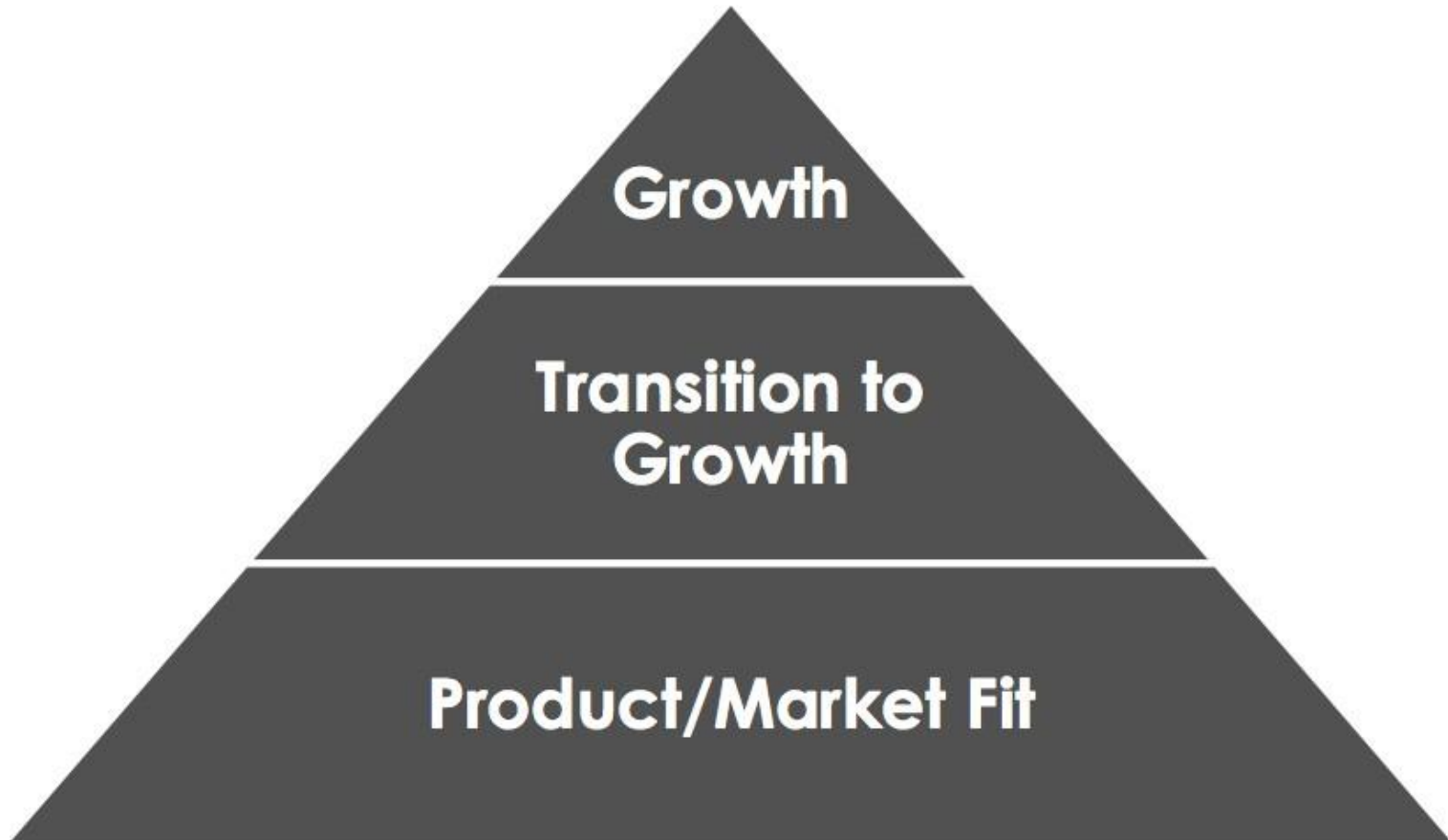


**THE ART
OF
INNOVATION**



ESPR

STARTUP PYRAMID (SEAN ELLIS)



Make Something Great

...Marketing can't help a bad product



TRACTION = GROWTH

E S P R

*“...basically quantitative **evidence of customer demand**. So if you’re in enterprise software, [initial traction] may be two or three early customers who are paying a bit; if you’re in consumer software the bar might be as high as hundreds of thousands of users..... You’ll know it when you see it.”*

- Naval Ravikant (Angellist)



Wake UP! Your Audience Awaits!



A BUYER PERSONA

ESPR

Built from the real words of real buyers, a buyer persona tells you what prospective customers are thinking and doing as they weigh their options to address a problem that your company resolves. (Buyer Persona Institute)





ESPR

A BUYER PERSONA TEMPLATE

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

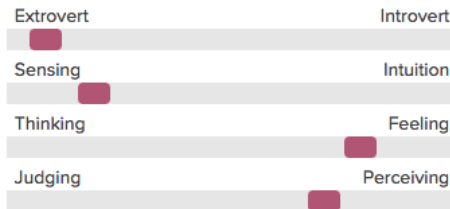
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



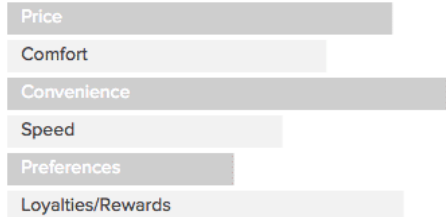
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

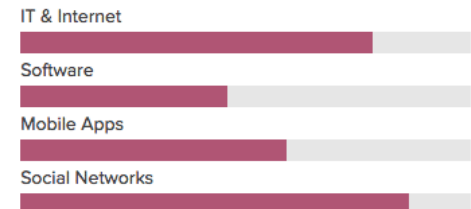
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



Technology





ESP R

UNIQUE SELLING PROPOSITION

A unique selling proposition defines your position in the marketplace and lets you stand apart from competitors (Rob Percival)

Unique Selling Proposition



✓ **Winning Zone.** Clear point of difference that meets the needs. Make it even bigger.

✗ **Losing Zone.** Your competitor meets the consumer needs better than you do. You'll be crushed.

? **Risky.** Competitive Battle ground. Use emotion, innovative, superior execution.



MARKET RESEARCH

E S P R

Market research is an important step to validate the assumptions you've made about your buyer persona, their needs and how you can add value to the marketplace.

Gather Priceless Feedback and Emails using a Typeform Online Survey, which is a free online form builder that has exploded in popularity in the last year.

Typeform |



UX/UI DESIGN

ESPR

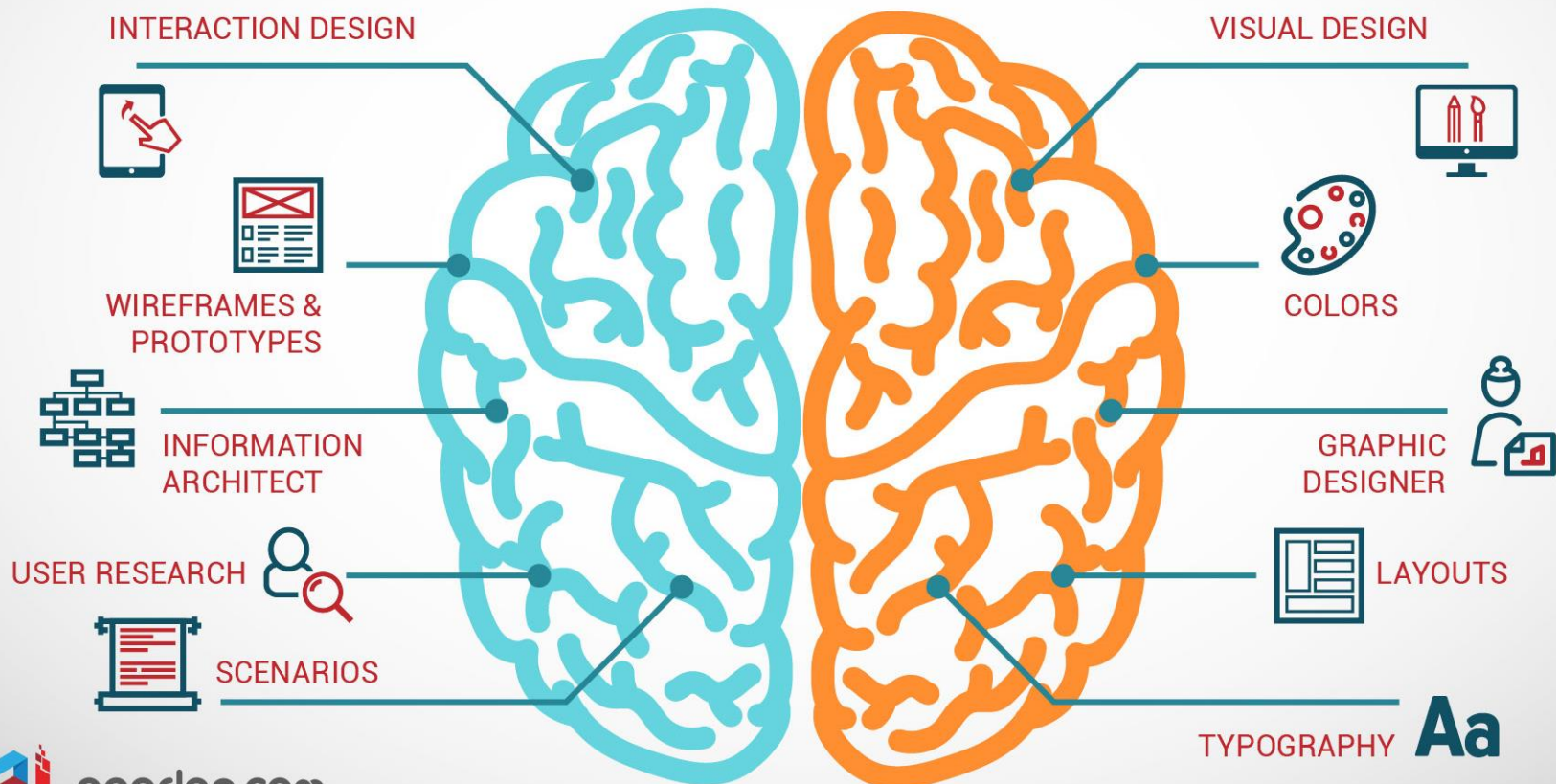
KNOWING THE DIFFERENCE BETWEEN

UX

&

UI

DESIGN





EMAIL MARKETING

ESP R

If there is one thing that online experts agree on, it's that building an email list is vital.

As well as effectively driving traffic & sales, an email list protects your business. You'll still be able to promote your business even if your search rankings or social media reach diminish due to an algorithm change.

Even if you aren't selling any products, you should still collect emails so you can drive people back to your site everytime you make a blog post.





COPYWRITING

ESP R

Copywriting is using written words to persuade people to take the action you want them to (e.g. make a purchase, submit an email, request a demo).

How do you do that, exactly?

It comes down to presenting an argument strong enough to convince visitors that what you're going to provide them with (e.g. a product, an email newsletter, a free quote) is worth more than what they're giving you (e.g. \$9.99, an email, a phone number)...

COPYWRITING





Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine — including Google, Bing, Yahoo and other search engines (Webopedia).

KEYWORD RESEARCH PROCESS

1. Getting into your customers shoes.
2. Target less competitive keywords that competitors have overlooked
3. Brainstorm for Keyword Ideas
4. Narrow Down Your Keyword List
5. Focus on keywords you actually have a chance to rank for



Leverage the high domain authority of other websites to quickly get to the top of the search results: Guest Posting, YouTube, Slideshare, Udemy, Quora & more. Publish your content on these sites and drive traffic back to your website.



YOUTUBE MARKETING

E S P R

Everyone is watching YouTube !!

- Youtube is the world's 3rd most visited website.
- YouTube is the world's second biggest search engine (just behind Google).
- Cisco predicts that 80% of all Internet traffic will be video content by 2019.
- Remember : “Watch Time” is Golden. It is the most important metric on Youtube.

YOUTUBE MARKETING STRATEGY

- Create simple “how to” videos that “engage” your buyer persona.
- Focus on searchability and discoverability i.e. keyword research + SEO optimization.
- Build up audience on the platform and funnel back to website with incentives & offers.





ESPR

FACEBOOK MARKETING

3 reasons why Facebook is important for your business:

- Over 1.5 billion people spend time sharing the most important parts of their lives.
- Average Facebook user has 200 Friends.
- Gather valuable marketing information: demographic breakdowns, interests

FACEBOOK PAGE CHARACTERISTICS:

Page Type, Page Category, Page Name & Username, Facebook Icon, Facebook Cover Photo, Page Description, Apps & Tabs, Page Settings

Edgerank Newsfeed Algorithm (Affinity, Weight, Time Decay)

EdgeRank ranks Edges in the News Feed. EdgeRank looks at all of the Edges that are connected to the User, it then ranks each edge to understand the importance to the User. Objects with the highest EdgeRank will typically go to the top of the News Feed (there is a small component of randomization).



ESP R

TWITTER MARKETING

Gaining real and genuine Twitter followers enables you to become an influencer in your niche, build relationships and drive website traffic and sales on demand.

- 320 Million Active Monthly Users.
- Connect With People You Don't Know.
- News breaks faster on Twitter then anywhere else.

HOW TWITTER WORKS ?

- Twitter 140 character limit
- Realtime News Feed
- @mentions
- @replies
- Direct messages (DM's)





QUORA MARKETING

E S P R

Quora is one of the largest question and answer websites in the world and it's growing fast!

1. Quora is a source of *Long-Term* Traffic (high ranking in google search, top answers, viral effect)
2. Quora lets you establish yourself as an *Authority* "Most Viewed Writer".
3. Quora can get you noticed by major publications (TIME, The Huffington Post, Business Insider, Forbes and many others).

Quora



GOOGLE ADWORDS

E S P R

Here are three key benefits of online advertising and Google Adwords:

1. Instant Results.
2. Highly Targeted.
3. Cost Effective.

Google Adwords vs. Facebook Ads.

Google: People use Google to find a solution to their problem.

Facebook: People use Facebook to connect with people and share.

HOW GOOGLE ADWORDS WORKS ?

- $\text{Ad Rank} = \text{Quality Score} * \text{Bid}$
- Quality Score (expected clickthrough rate, ad relevance and landing page experience)
- The bidder with the highest Ad Rank gets the top spot and so on down to either the last ad qualifying





E S P R

PROGRAMMATIC ADVERTISING



Programmatic
Buying is the **FUTURE**



DIGITAL LEADERSHIP

E S P R

“Just because your prospects are not actively shopping, doesn’t mean they will never buy from you!”

Effective Digital Leadership is about being able to move people into your own conversion/sales/lead funnels... NOT just about a single transactional sale

Source: Doyle Buehler



SALES FUNNEL

E S P R





THANK YOU



Royaume du Maroc
Ministère de l'Industrie,
du Commerce, de l'Investissement
et de l'Economie Numérique



المملكة المغربية
وزارة الصناعة
والتجارة والاستثمار
والاقتصاد الرقمي

Maroc PM^e

ROYAUME DU MAROC



Ministère délégué auprès du Ministre de l'Energie, des Mines,
de l'Eau et de l'Environnement, chargé de l'Environnement

Haut Commissariat au Plan

Centre National de Documentation



Start Up
Maroc



INDUSTRIE DU MAROC

