



3 STEPS FOR A SUCCESSFUL LAUNCH



HOW TO GET YOUR PRODUCT MESSAGING, DISTRIBUTION AND ANALYTICS RIGHT

SUCCESSFUL LAUNCH

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1. CRAFTING EFFECTIVE MESSAGING



2. PICKING RIGHT TRACTION CHANNEL



3. IMPLEMENTING ANALYTICS



1. EFFECTIVE MESSAGING



HOW TO GET IT WRONG

Hello world! (actually I mean you)

Have you ever felt like a brand actually 'gets you'?

You are reading their website copy and it feels like the company is speaking to you one-on-one.

It feels authentic and trustworthy.

It really makes you feel as if that brand really understands your problem and how to solve it.

We are talking about the right alignment of positioning, value propositions & the brand voice here.

Misalignment? You are not 'hitting the nerve'.

Your business never takes off. Does not reach full potential.

Startups fail because they don't focus on structurally nailing all three aspects of messaging at the same time.

HOW TO SUCCESSFULLY FAIL WITH INEFFECTIVE MESSAGING?

- Think you are a big brand with large market penetration
- Focus time and money on brainstorming vague slogans
- Do not establish any distinct positioning within the market
- Overthink your colours & brand design guidelines instead of focusing on value proposition
- Create non-specific value propositions that 'do not hit any nerve'
- Work with loads of assumptions around value propositions
- Do not test enough, burn money blindly & die.



1. EFFECTIVE MESSAGING



HOW TO GET IT RIGHT

Your earliest days are the hardest.

They're the days when you most need to resonate with your audience to get traction.

Decisions about marketing and messaging strategies should only come from testing and real world data.

You have to find the right people, deliver personalised message, identify power users & fine-tune your product offering.

That means testing your audiences, ads, copy, landing pages, messages, emails...you name it.

Whatever it is, you absolutely want to test it.

With this approach, you will be able to tell your story to right people and give them the product/service they love.

The end result?

A business machine that sings like Adele. 🎵

HOW TO CREATE MESSAGING THAT WORKS?

- Forget '*opinions*', marketing is a science
- Test - Measure - Learn

...and you can avoid:

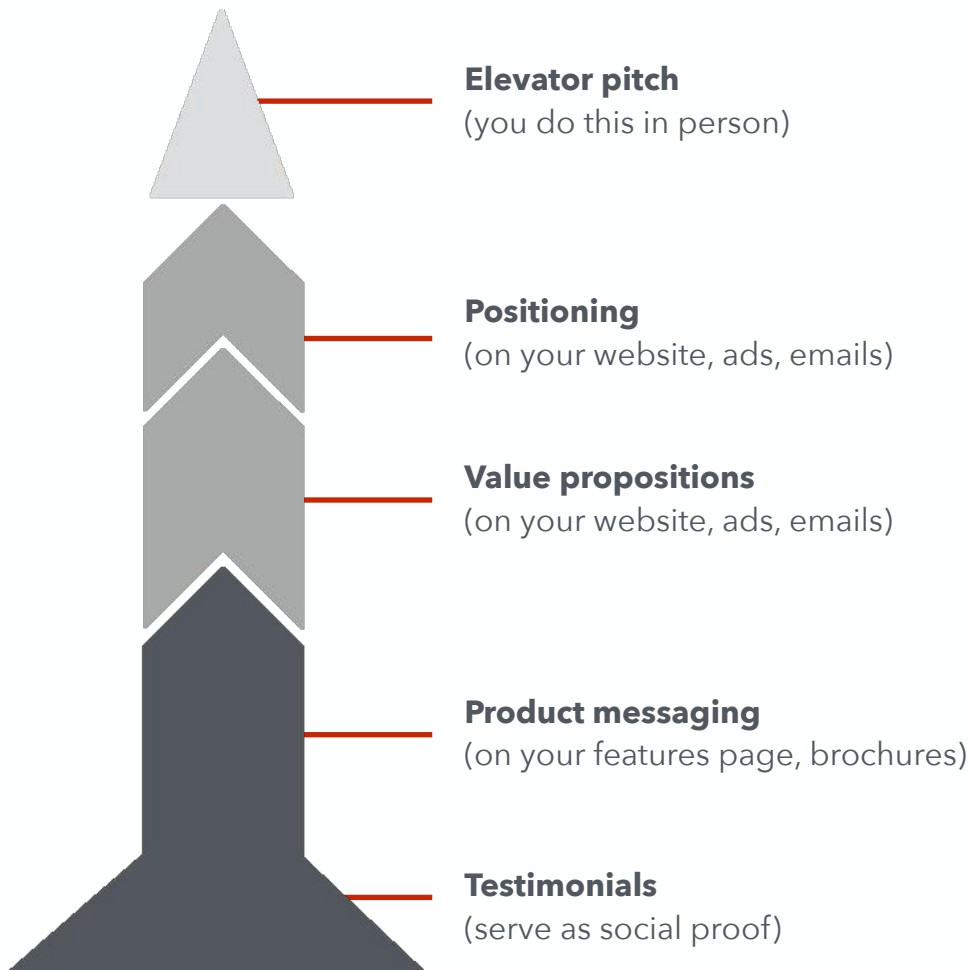
- Not finding your ideal market
- Your CAC and LTV ratio not hitting sustainability
- Spending loads of money on sub-optimal results



1. EFFECTIVE MESSAGING



MESSAGING ROCKET HIERARCHY



STRUCTURAL WAY OF TESTING YOUR MESSAGING

Elevator pitch

- You have probably done this many times already, keep iterating and see what resonates with people

Positioning & Value propositions

- Craft your value propositions based on [Value proposition canvas](#)
- Test various versions and combinations of your value propositions, copy & images in your ads/emails
- A/B Test your landing pages/cold emails

Product messaging & Testimonials

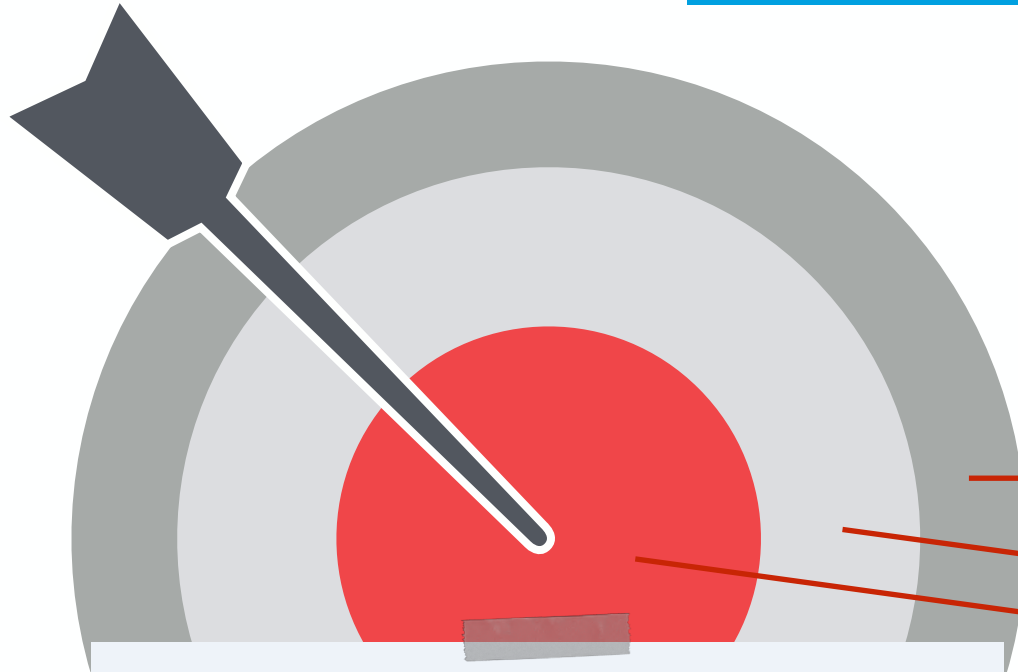
- Iterate your product based on feedback & keep your customers happy



2. RIGHT TRACTION CHANNEL



BULLSEYE FRAMEWORK



PICKING THE RIGHT TRACTION CHANNEL

Most common mistakes:

- #1** You try facebook, influencers, trade shows, just about everything but kitchen sink.
- #2** You focus on one channel that is not most optimal for your growth stage right now and you waste money.

Aiming for bullseye of traction

Odds of having a bunch of equally good distribution channels are very low. Most likely, only 1 of [19 traction channels](#) will be optimal.

You can find more details on this framework in the book [Traction](#).

Step 1: The Outer Ring: What's possible (All 19 channels)

- Brainstorm at least one good idea for each channel

Step 2: The Middle Ring: What's probable (4-5 channels)

- Promote your best ideas here and test them out at small scale
- Look at customer acquisition cost, total number of customers available and whether they are the type you want right now

Step 3: The Inner Ring: What's working (1 channel)

- Focus solely on this channel and scale it



2. RIGHT TRACTION CHANNEL



BULLSEYE FRAMEWORK

19 Traction channels and companies that successfully used them to get traction

1. Viral Marketing



2. Public Relations (PR)



3. Unconventional PR



4. Search Engine Marketing



5. Social & Display Ads



6. Offline Ads



7. Search Engine Optimisation



8. Content Marketing



9. Email Marketing



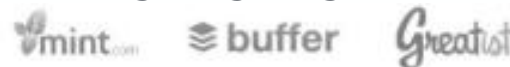
10. Engineering As Marketing



11. Business Development



12. Targeting Blogs



13. Sales



14. Affiliate Programs



15. Existing Platforms



16. Trade Shows



17. Speaking Engagements



18. Offline Events



19. Community building



3. IMPLEMENTING ANALYTICS



THE IMPORTANCE OF ANALYTICS

In God We Trust. (all others must bring data)

Not having any analytics in place is a suicide.

It's like catching mice in the dark.

Surprisingly, most businesses get this part wrong.

They either track little or too many things.

In some cases, they track wrong things that misrepresent reality.

What happens as a result?

Tracking no or little things:

- No view of your product quality and marketing performance.

Tracking vanity metrics:

- [The Wheel of Meaningless Growth](#)

Tracking too many things or not tracking things with purpose:

- [The Data Wheel of Death](#)

MOST COMMONLY USED TOOLS FOR ANALYSING YOUR DATA

Web analytics

- Google analytics, Optimizely,...

Attribution analytics

- Appsflyer, Kochava, Tune, Adjust,...

App analytics & Mobile engagement

- Mixpanel, CleverTap, Localytics, Amplitude,...

Visual heat-map analytics

- Hotjar, Smartlook,...

Which ones to set up?

Focus on setting up [Minimum Viable Analytics](#).

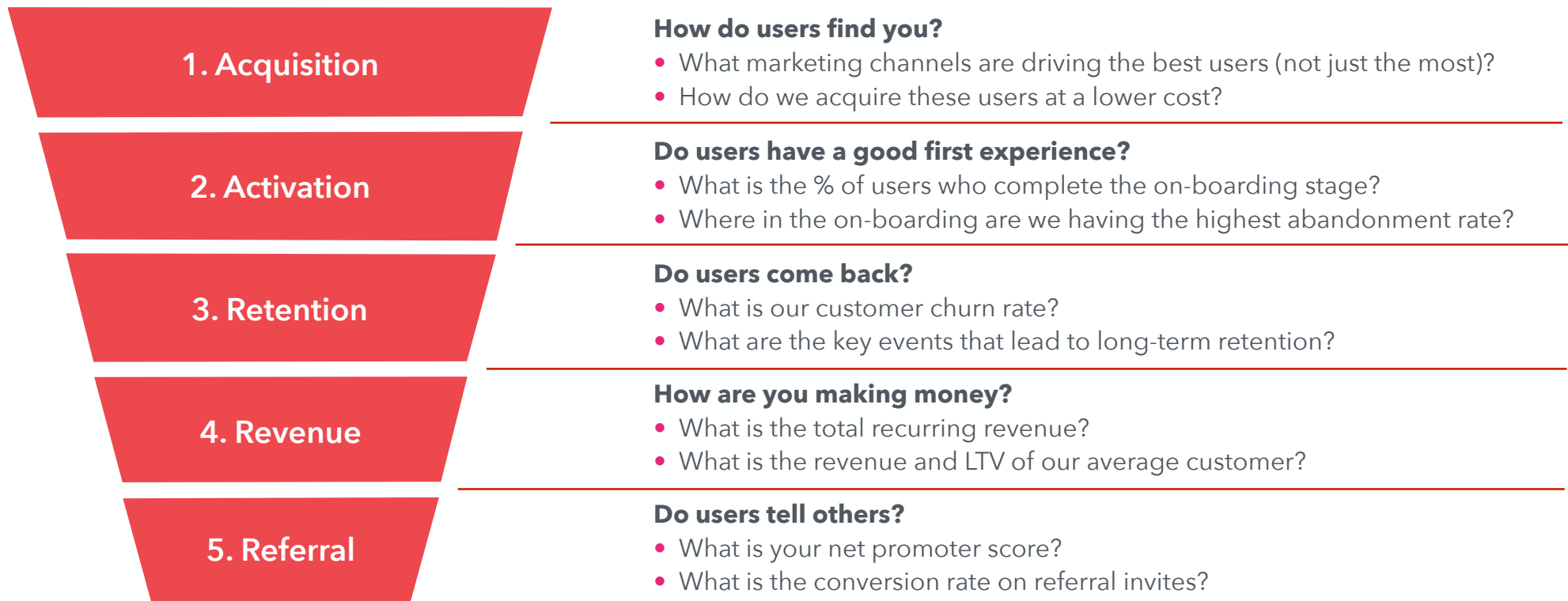


3. IMPLEMENTING ANALYTICS



PRODUCT FUNNEL OPTIMISATION

Successful product marketing takes data driven approach to perfecting each part of your product funnel; wherever the bottleneck is.





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