

StartupFactory™

Introducing the StartupFactory  
Modular Marketing Approach.



**The fastest, easiest,  
most affordable way to  
achieve a fully integrated  
marketing program.**

#### **BENEFITS**

- Build a strong marketing foundation
- Control costs with manageable set prices
- Communicate across all media with a unified message
- Become more attractive to investors and customers
- Gain valuable credibility
- Enjoy predictable, cost-effective, market entry

## **StartupFactory Marketing Modules explained**

### **We start with your core marketing requirements**

Not every early stage business needs everything, but every start-up needs a few key things. StartupFactory offers a bulletproof program for entry-level marketing. ✦ We call it the Modular Marketing approach, and it's a cost-effective way to put all the critical pieces of your marketing puzzle together. The result is an integrated, efficient, organized effort.

The core initiatives include StratupPLAN, StartupID, StartupPR and StartupWEB. Modules may be purchased as a group or individually; they feature affordable, set prices and enable you to enter your chosen sector quickly and build valuable credibility from the very start. ✦ Each module is offered at a set price so building a lasting, scalable, marketing foundation has never been easier – *or more affordable.*

## Putting Modules to work

### You need a solid plan.



Your success begins with a straight forward, actionable marketing plan.

We will collaborate closely with you to identify your specific objectives and goals; this module is probably the most important piece of marketing guidance we provide.

The StartupPLAN establishes a road map for sales and marketing efforts; it will validate your target market, products, prospects and competition. The plan outlines the resource and budget considerations required for a successful deployment of your planned promotional activities.

### You want a memorable identity



It's never too soon (or too late!) to start developing your brand. Our StartupID module provides all the basic tools you

need to begin shaping the perception of your business and communicating with customers, prospects and stakeholders. This brand-building program includes



If you don't  
know where  
you're going,  
you'll end up  
somewhere  
else.



Yogi Berra

a comprehensive corporate identity, slogan or tag line creation, brand values document, mission statement, and a complete set of business communications materials (letterhead, business cards, envelopes, etc.) - all for one affordable price. StartupID will enable you to send a clear message to prospects and competitors about who you are, what your brand represents, and how you intend to gain prominence.

### You require some buzz



StartupPR is a scalable public relations program for organizations that wish to create greater visibility with prospects, customers, investors and analysts. The StartupPR module enables you to maximize public relations opportunities in an efficient, affordable way. This entry-level module is based on a low-cost retainer and provides the functionality you need today, with a flexible growth path to the future.



*StartupFactory modules are not “off-the-shelf” solutions. We partner with you to identify your specific goals and create effective, bespoke programs that reflect your core objectives.*

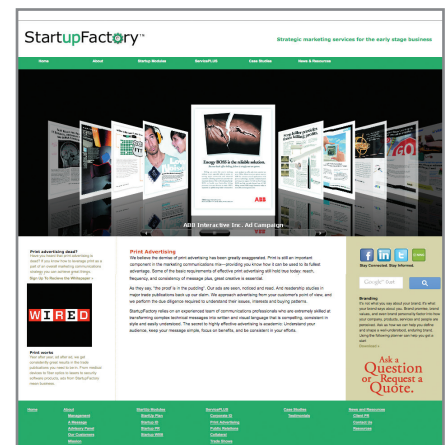
## Like us. Please.



Everyone knows that a web site is essential for practically every business, and chances are you already have one. But for a web site to deliver on its highest potential, a few fundamental attributes must be present. Does your site clearly communicate key business differentiators? Is it integrated with your off-line marketing efforts? Is the site easy to navigate and deliver what the visitor is searching for? Is the site supported by robust SEO? Does it have sufficient inbound links from your social sites? Put to this simple test, many web/social initiatives (especially those designed by “web experts” rather than marketing experts) fail to make the cut. And the critical importance of a great web/social program at startup cannot be overstated. We can help.



**Combine modules  
for an integrated  
program that is  
ideal for startups**



**Purchase  
any two or more  
modules at one  
time and receive a  
10% discount!**

## What you get

### StartupPLAN - set price \$4,500

#### Internal & External Marketing and Brand Audit

- Internal & external marketing audit and competitive analysis

#### Brand Strategy and Tactical Implementation Plan

- Identify and develop strategic branding options
- Define promotional mix & implementation time line
- Deliver a 12-month go-to-market blueprint

### StartupID - set price \$7,500

- Logo and corporate identity system
- Tag line and/or slogan development + mission statement
- Business package (letter, envelope, cards, signage, etc.)
- CI usage guidelines document
- Key messaging and/or brand values document

### StartupPR - set price \$2,500 *(per month with a four-month engagement)*

- Trade and business media lists for your target market(s)
- Compile editorial calendars and search for print & online PR opportunities
- Press and/or product releases (approximately two per month)
- Distribution to targeted editors and analysts and ongoing editorial liaison
- Optional case studies, white papers, wire service, etc.

### StartupWEB - set price \$3,500

- Analysis of site visual design, functionality and usability
- Social media strategy review
- On-page keyword analysis and strategy
- SEO feature analysis and search remediation
- Audit of site lead generation tools (downloads, offers, etc.)
- Consultation on new or existing Google AdWords Campaigns
- html email campaign strategy



## **With this modular foundation in place you will benefit from:**

- ▶ A competitive overview of your products and prospects
- ▶ An actionable, step-by-step, marketing plan
- ▶ A professional, enduring brand - including a great visual identity
- ▶ Continuous buzz and interest in the trade and business media
- ▶ A focused, unified message about your product and company
- ▶ A single, clear “voice” across the entire marketing mix
- ▶ The most essential marketing tools organized into a consistent, integrated program for less than \$30k

## **It's time to get in gear**

Pick and choose modules, add modules over time or add one or more of the many value-added services available from StartupFactory, LLC. Our objective is to deliver the marketing tools you require to succeed - now and in the future. The benefit to you: instant credibility, increased growth, improved sales, better customers, more dependable revenues. You'll be sending a clear message to stakeholders, customers, analysts and competitors: *You're in it to win it.*

Please contact us with any questions or to schedule a FREE, no-obligation meetup to discuss your plans for reaching improved sales, growth, and revenue goals. It might be the best 20 minutes you'll spend on your business all week!

**info@startupfactory.co**