



## **22 Go-To-Market Strategies For New Start-ups**

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1. Figure out the 10 journalists you want to have see your product before you launch.
2. Give out teaser information about the application with no specific information at conferences prior to launch
3. Everything starts with the story. If you don't have an interesting story, your blogs, videos and tweets will be ignored.
4. The marketing message should resonate with your target customer persona and call them to action.
5. Your team should also submit your project to all open listings and forums. This includes HN, Reddit, Convore, Startuplist, AngelPad, CrunchBase, KillerStartups, StartupWizz etc.
6. Make a product that you yourself can't stop using.
7. Launch is a process, not an event. Too many things can go wrong if you bet everything on one award, one demo, or one event. Focus on the processes that will get you real users.
8. The most important thing to do for your closed beta is to find ways to bring your target market into the beta test.
9. Once your target market is in the beta test, communicate with them early and often.
10. Do not neglect your local media. Even more if your product/service is simple to understand.
11. Learn everything about the target market. The more you understand them, the easier it becomes to predict their behaviour.
12. Understand your niche market, know where they are, go find them and introduce your product or story to them. Let them see how your product can benefit them.
13. You do not have to use every social media tool out there, find the ones that suit you and use them consistently.
14. Go to where your customers are & hang out. Add value. Create a relationship.
15. If you can build a direct contact list of 100 or 1000 influencers in the area you want to be operating in, you can offer them early access to the product, discounts or sneak previews
16. Show your product to people on Twitter who would use your product and also have large followings. If they like it, they will share it with their followers.

17. Improve on the successful tactics, reduce or eliminate the unsuccessful and optimize your marketing strategy.
18. Do not ignore the importance of a blog. It is one of the most important marketing strategies for start-ups.
19. Adopt and learn from start-ups that have succeeded in the shortest possible time
20. Make it easy for bloggers to write reviews about your start-up. Your about us page should be concise and informative
21. Maintain an FAQ and address customer concerns
22. Respond to comments on reviews about your start-up and address issues raised.

**Have a Look at:**

1. [12 of The Best Launch Strategies for Startups](#)
2. [Flipboard Go-To-Market Strategies You SHOULD Copy](#)
3. [11 Strategies For Reinventing Your Startup](#)
4. [Useful Tips On Product Launch for Startup Founders](#)
5. [17 New Startup Sales Strategies For The Sales Team](#)
6. [The NEW Customer Service Strategies For Startups](#)
7. [18 Rules For Web Startup Success](#)
8. [Great Blogs To Read About Marketing For Startups](#)
9. [E lance Launches Startup Cloud: Best Practice Strategies For Startups](#)
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