

HOW TO **BUILD A PRODUCT** IN SILICON VALLEY



KEY TAKEAWAYS

- Choosing the Right Product
- Identifying the Market and Competition
- Importance of Community and Networking
- Marketing Strategies and Metrics and Tools
- Events and Brand Marketing
- Tracking and Analysis

CHOOSING THE PRODUCT

Current and Prospective Market
Sale and Marketing Team
+ Design and Development Teams

The Right Product

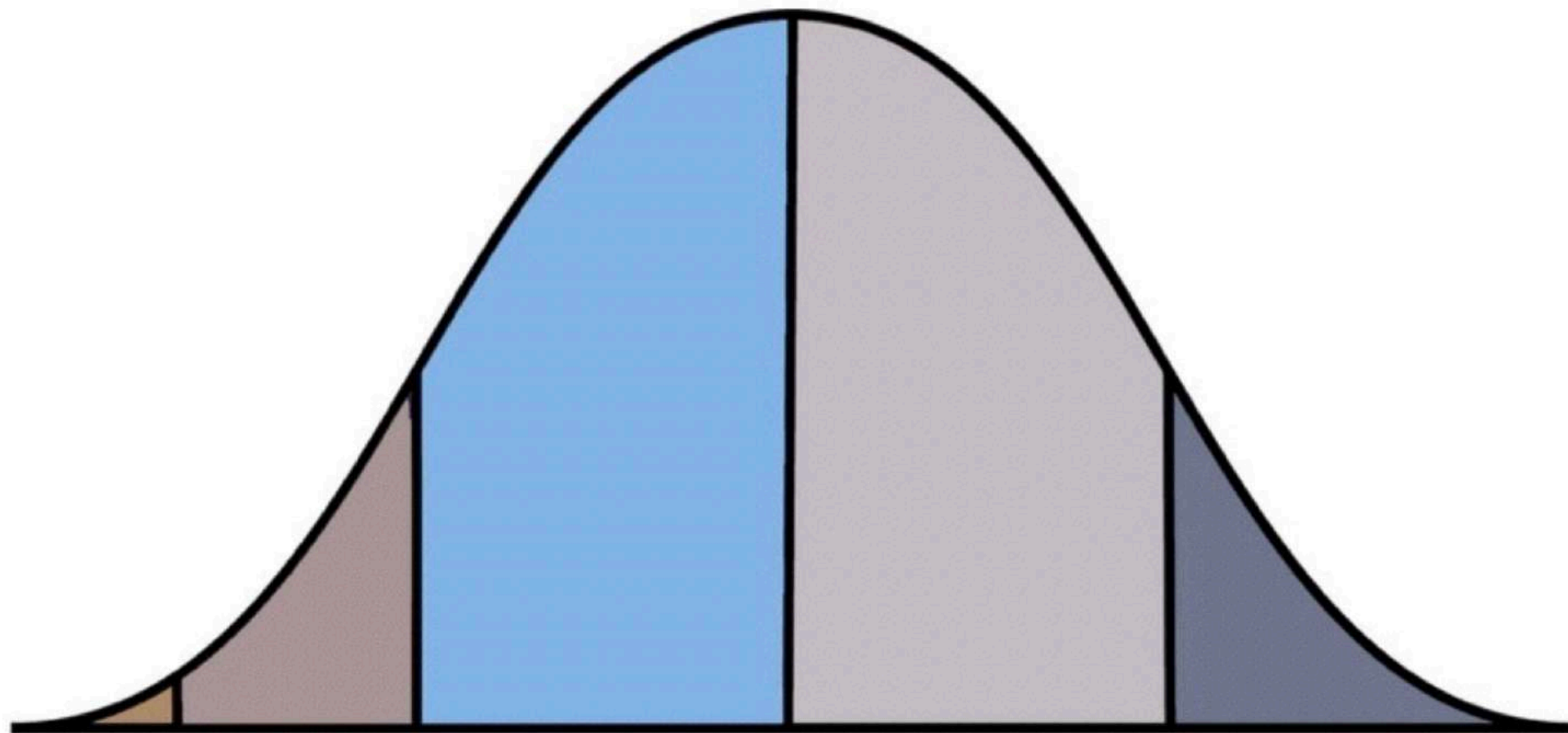




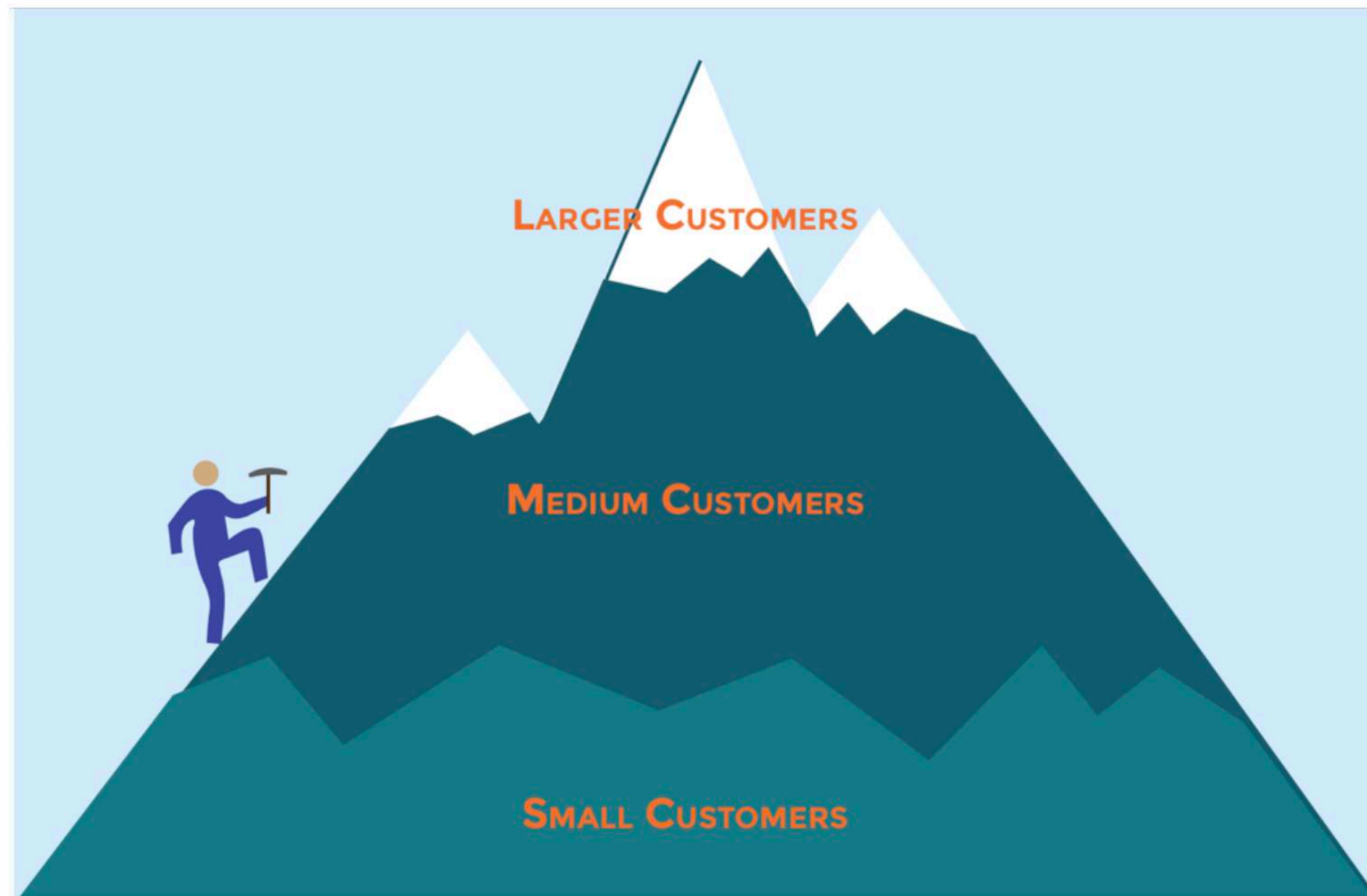
Who Is Your Market?

Market

A set of actual or potential customers for a given set of products or services who have a common set of needs or wants and reference each other when making a buying decision



Innovators Early Adopter Early Majority Late Adopter Laggard



What is Your Target?

Small → Medium → Large



Community & Networking

SCOPE THE COMMUNITY

- What are your competitors doing?
- Develop a set of questions to survey your current market
- Do your research!



NETWORKING GOALS

Find people you want to learn more about...
not to sell to people

Potential Clients

Potential Partners

People you like

WHERE TO START:

- Networking events
- Go to industry conferences
- Be part of a program, such as



...make connections and introductions

CREATE
alliances



MEET
investors



EVALUATE
feedback



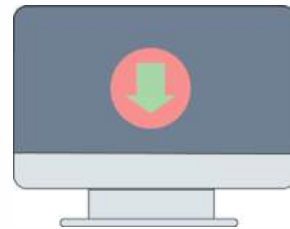
What Are Your Current Marketing Efforts?



Call to Action: WHAT DO YOU OFFER?



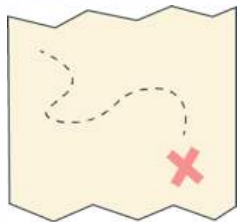
Discounts



Downloads



B2B Services



Hints & Tips

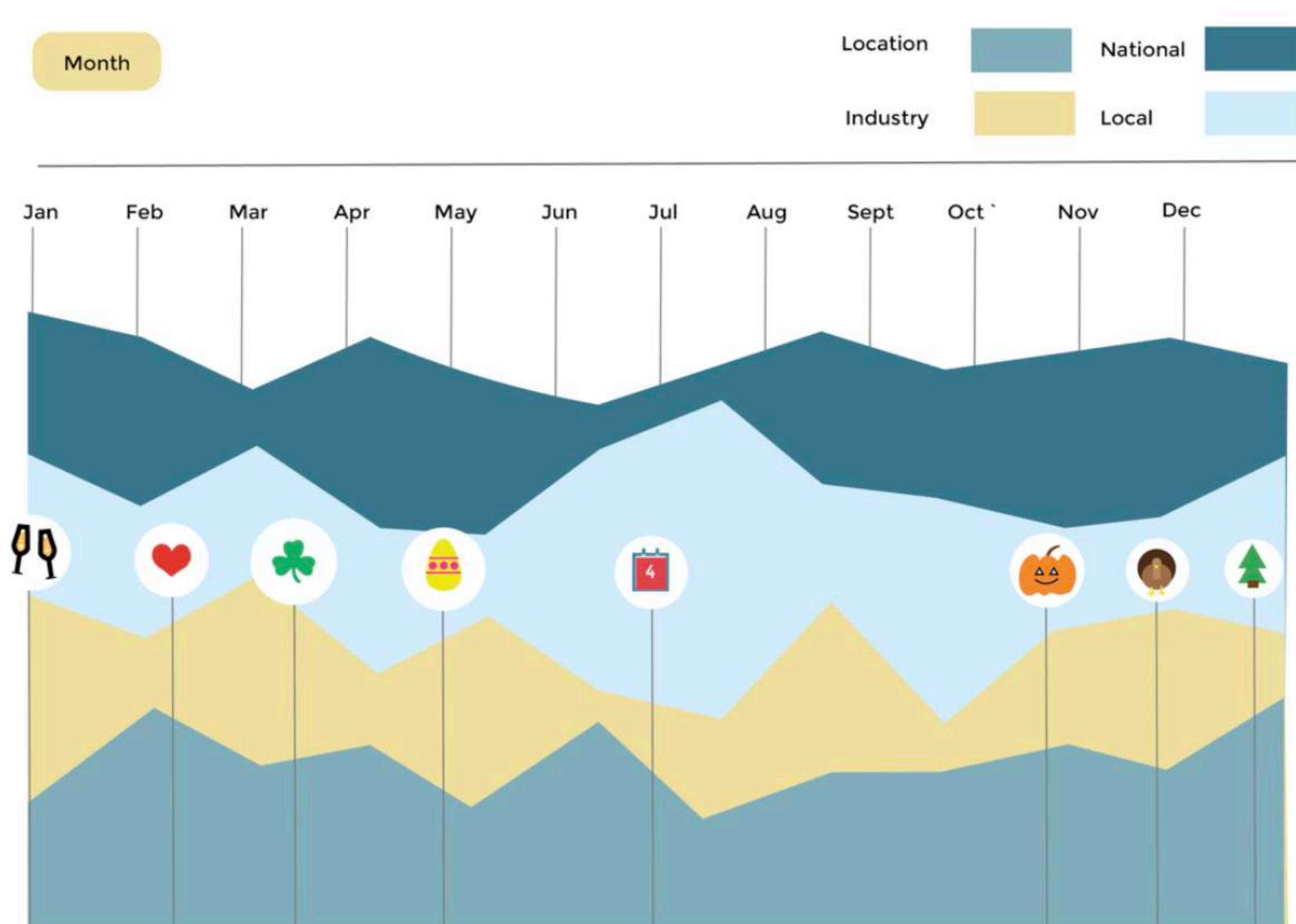


Support a Cause



Events

12 Month Marketing Calendar



80/20 RULE

Successful marketing strategies don't require 100% of the data to get started.

20%

What is 20%
of the data...

80%

...that will give 80%
of the value?



15 Essential Marketing Metrics

- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate
- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)
- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)

Non-Financial Metrics

- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate

Financial Metrics


- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)

“New Age” Marketing Metrics

- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)

HOW TO BRING IT TO MARKET

Create strategies for
promoting, selling, & supporting
your product by collaborating with
marketing, sales, and customer success



OUTSOURCE

when necessary,
so you can



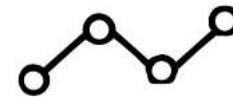
FOCUS

COORDINATION OF ACTIVITIES



Know yourself

Strategic objectives



Data-driven marketing
Marketing campaigns



Know your customers
**Create a database
analysis**



Build trust
Privacy issues



Segment your customers
**Customer selection
& targeting**



Keep score
Metrics

MARKETING TOOLS

- Website and Blog
- Email Newsletters
- Google Alerts
- Instagram and Facebook Ads
- PCP
- SEO/CRO



WEBSITE & BLOG

- ▶ Control the content.
 - ▶ A chance to tell your story.
- ▶ Define a clear message.
 - ▶ What do you offer?
- ▶ Create a medium for contact.
 - ▶ Invite feedback, questions...
- ▶ Provide links to other pages.
 - ▶ Share your FB, Twitter...
- ▶ Update your content.
 - ▶ Consistency in theme and info.

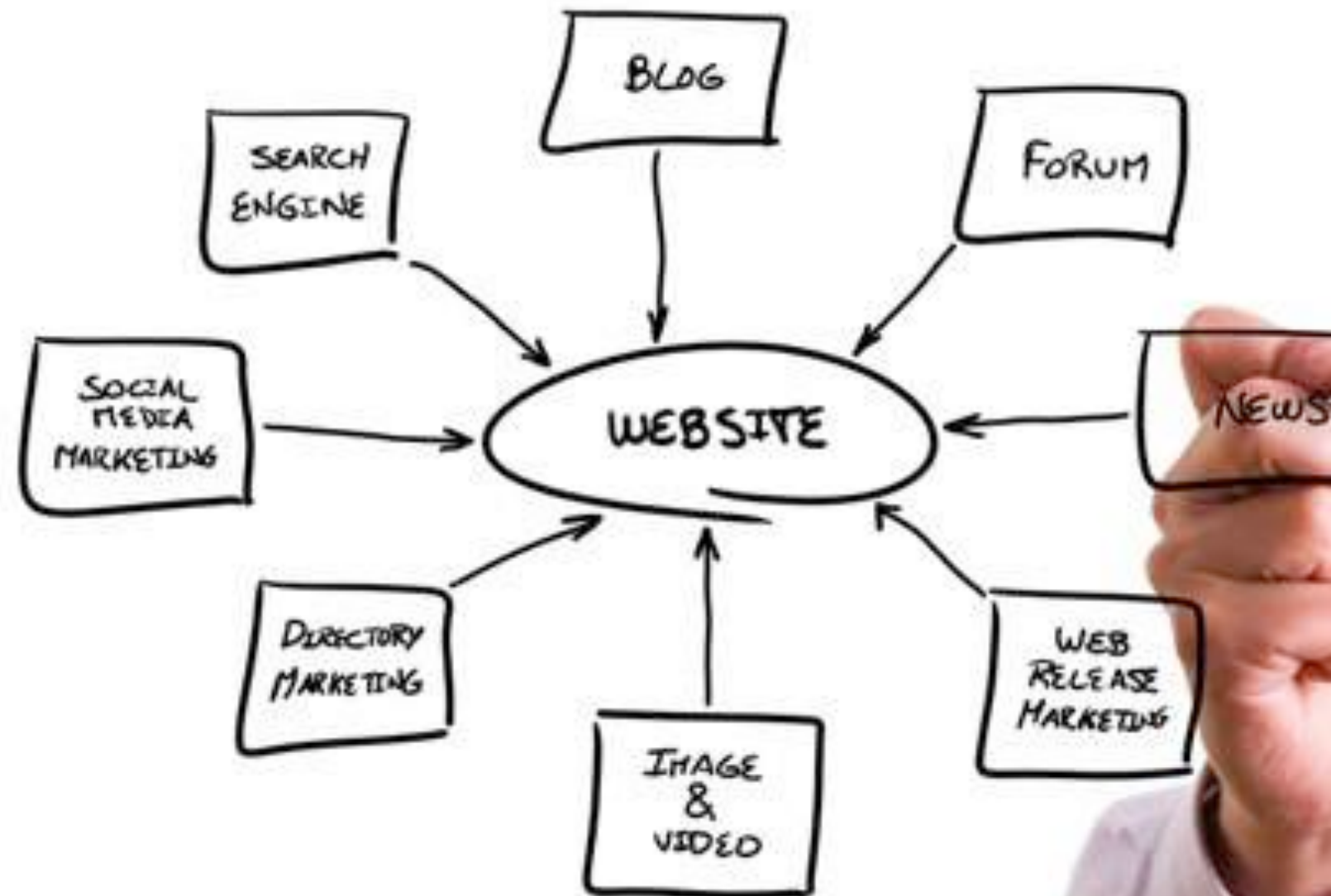


Piedmont Avenue Consulting is a San Francisco business development and marketing consulting firm that helps businesses increase brand awareness, strengthens customer loyalty, and generates new business by leveraging new technologies and business processes.

WEBSITE

THE HUB OF YOUR ONLINE STRATEGY

- Most important area
- Definition of you and your message
- Central hub with links to other sites
- You control it

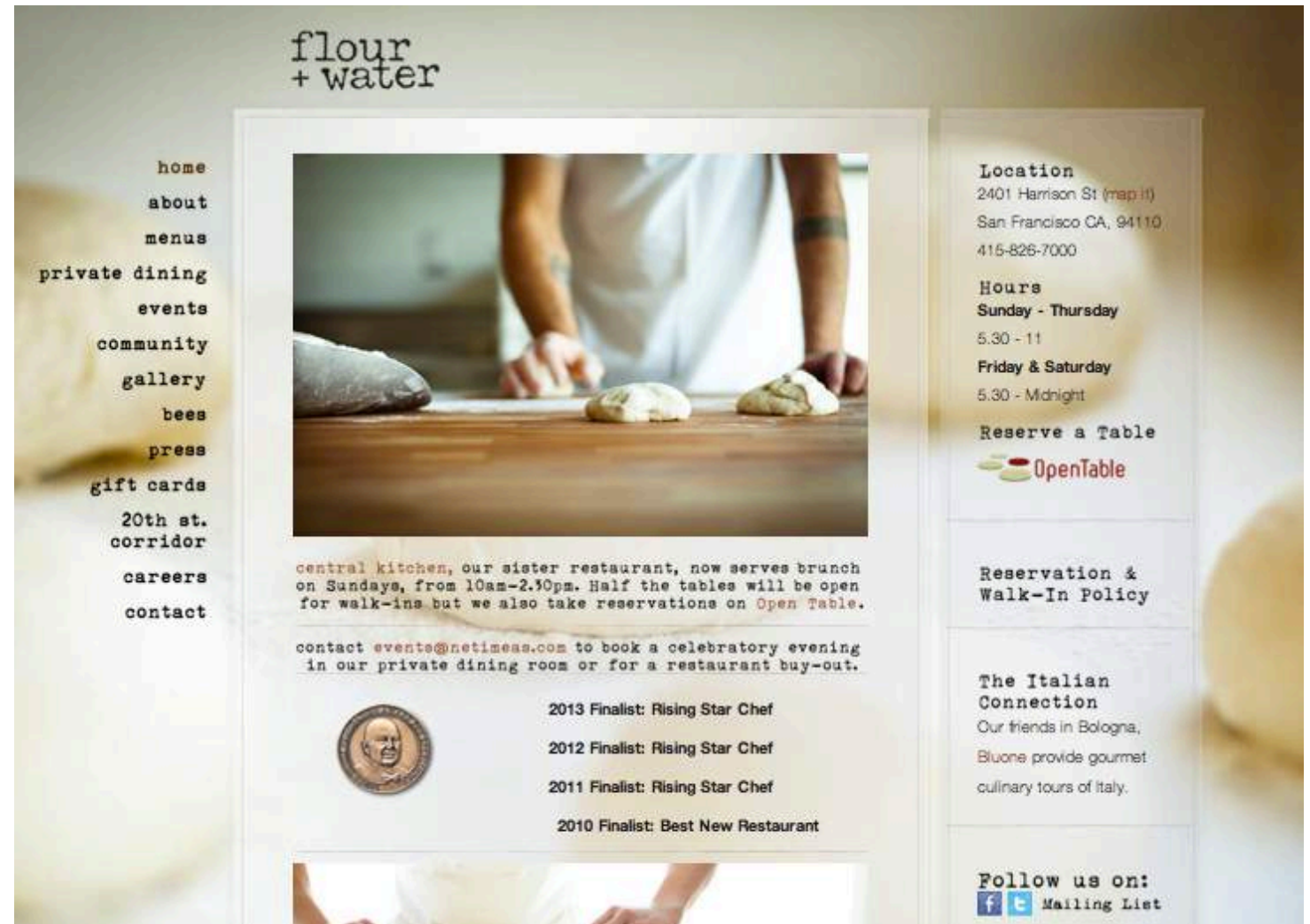


BRAND & PURPOSE OF THE SITE

When on the Homepage... What do you want me to do?

Purpose

- ▶ Message clearly written
- ▶ Provide background
- ▶ Products and Services clearly defined
- ▶ What are we about



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CALLS TO ACTION

- ▶ What are your next steps, requests, actions
 - ▶ Are services/products labeled and promoted properly?

The screenshot displays the website for the Alameda County Small Business Development Centers. The header includes the organization's name and a navigation menu with links for Services, About, and a search bar. The main content area features a prominent red button for 'Click Here for FREE One-on-One Business Counseling'. Below this, an 'Events' section lists a seminar. A sidebar on the right contains a testimonial and the organization's name. The footer includes a newsletter subscription form, social media links, and buttons for requesting a free social media report and scheduling a free consulting interview.

Alameda County
Small Business Development Centers
of Northern California

[Click Here for FREE One-on-One Business Counseling](#)

Events
ACSBDC/Chevron Social Media Brown Bag Lunch Series - Seminar 2 of 10:

Services
Free Counseling
Business Seminars
Events

ABOUT
ACSBDC Leadership
Advisor Profiles
Success Stories

Let's Make Room, Oakland
"Having access to a small business possible for me to get the in business...I still can't believe I g

The Alameda County Development Center
The Alameda County SBDC provides

Client Log In | Blog

[in](#) [f](#) [t](#) [v](#) [r](#) [s](#) [SIGN UP FOR OUR NEWSLETTER](#)

Directing success through creative insight and measurable results.

Subscribe to Newsletter
First Name
Last Name
Email
Address
[SIGN UP](#)

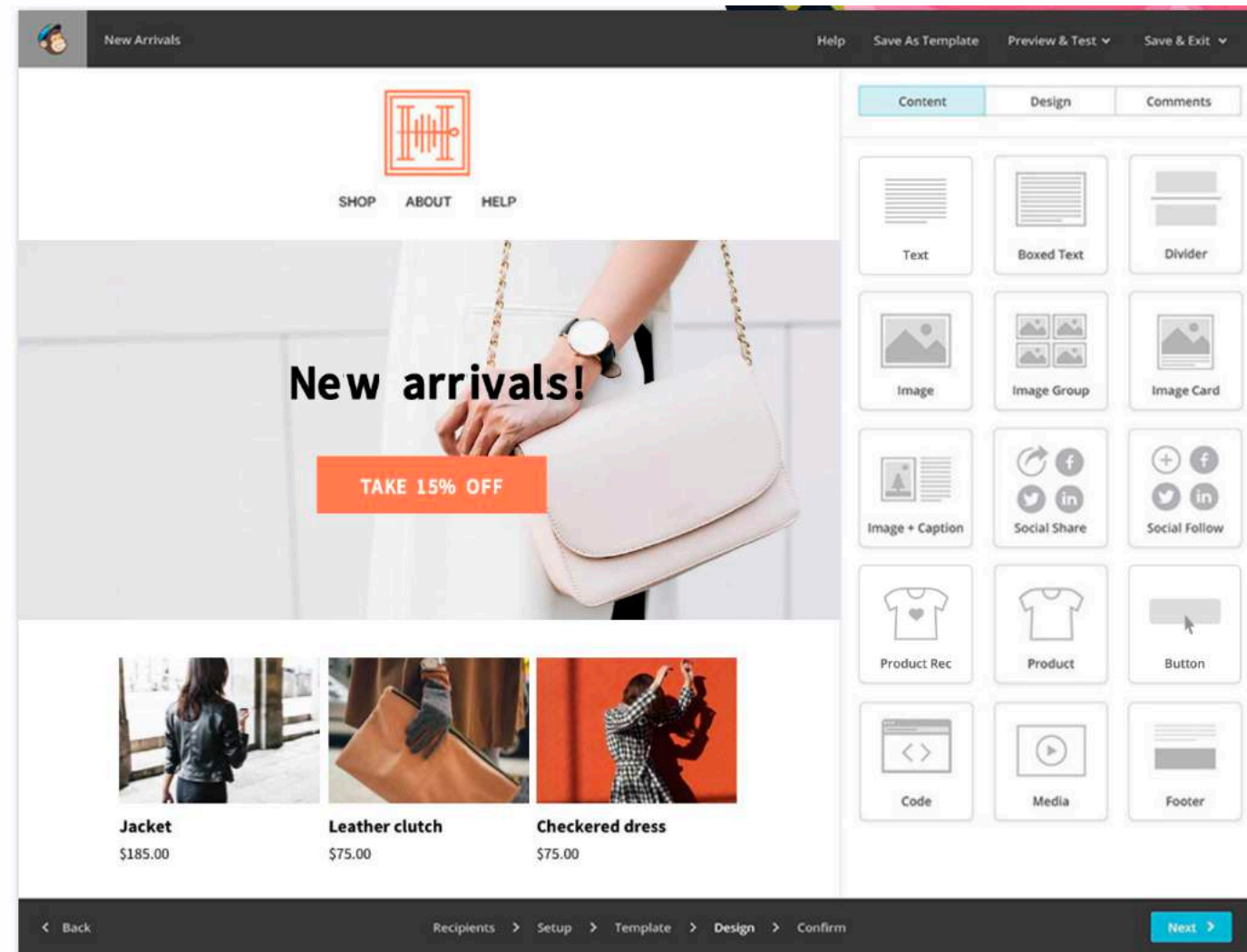
[REQUEST FREE Social Media Report](#)

[SCHEDULE FREE Consulting Interview](#)

EMAIL NEWSLETTER

Constant Contact, MailChimp, etc.

- Re-use content and stay on top of mind.
- Customer loyalty programs
- Test what works
- You own your email list



SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

- Helps drive traffic to your site
- Off-page SEO (work that take place separate from your website)
- On-page SEO (website changes to increase rank)



Public Relations: Industry-Specific

- Network within your group
- Get the scoop on what's the latest and greatest
- Surround yourself with what you want to become
- Hang out with like-minded businesses
- Help those who help you
- You never know when you'll need something.

Events Marketing & Promotion

Eventbrite, Meetup, Constant Contact, SproutConnections, Events, PlanCast, FullCalendar.com

- Promote your product through events
 - An event can attract more business
- Collaborate with other brands and companies
 - Booth, referral codes, ads
- Brand awareness

The screenshot displays the Eventbrite homepage. At the top, the Eventbrite logo is on the left, a search bar with the placeholder text 'Search for events' is in the center, and a 'CREATE EVENT' button is on the right. Below the navigation bar is a large banner with the headline 'Bring Your Event to Life' and the subtext 'Join hundreds of thousands of event organizers selling tickets and managing registrations on Eventbrite today'. A 'GET STARTED' button is centered in the banner. Below the banner are links for 'HOW IT WORKS', 'FEATURES', and 'PRICING', followed by another 'CREATE EVENT' button. The main content area shows an event listing for 'San Francisco Food & Tech Mixer + Expert Panel at Google Developers Launchpad'. The event is scheduled for July 06, organized by 'Professional Connector', and has a ticket price range of '\$0 - \$30'. The event image features food, a laptop with code, and logos for Google, Professional Connector, and Google Developers Launchpad. A green 'TICKETS' button is at the bottom right of the event card. Below the event card, the 'DESCRIPTION' and 'DATE AND TIME' sections are partially visible.

HOW TO SUCCEED

managing and monitoring the usage,
growth and economics of the product by
collaborating with

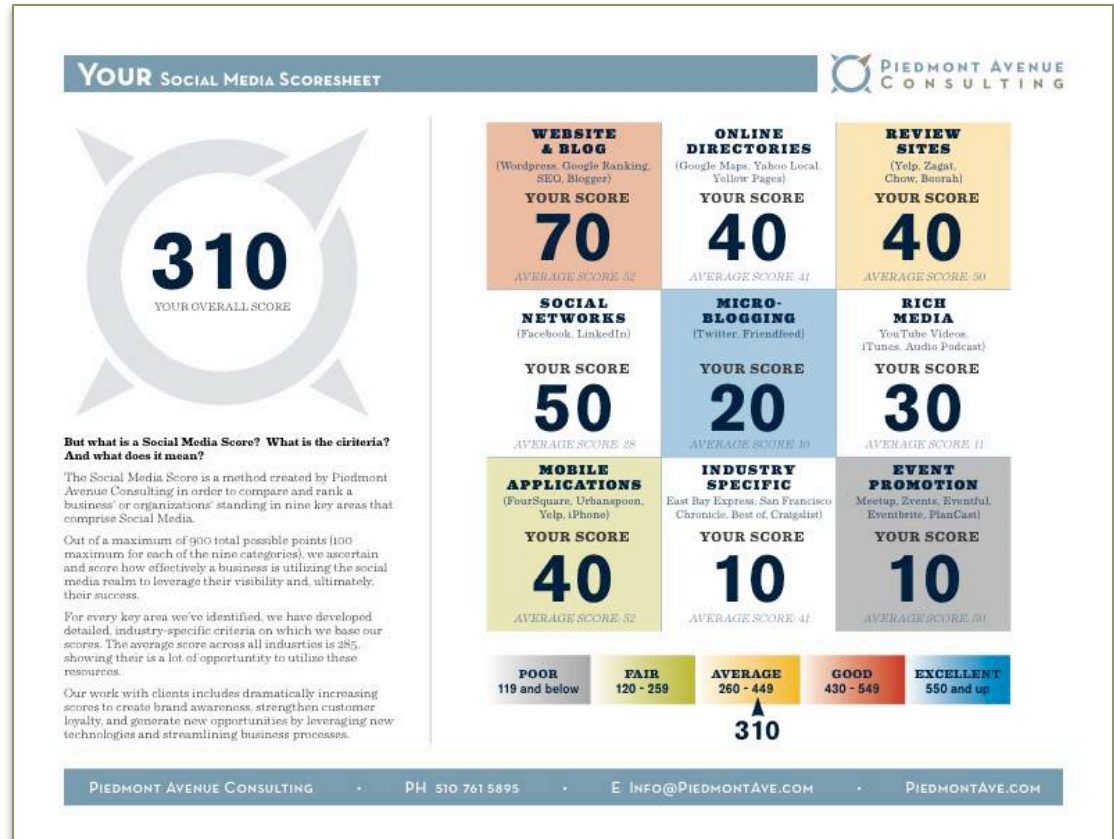
FINANCE + DATA
SCIENCE

Tracking & Analysis

The Key Benefit of Social Media is the ability to track and analyze results, then quickly iterate and adjust for optimal performance.

9 Key Areas of Social Media

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion



Questions?

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