ENET
Make Marketing Part of your Whole Company

March 5, 2013

Catharine Arnston
Founder and CEO
Bits of Health Inc.
1. Strategic Issues

2. Tactical Issues
Strategic Issues

Vision

Voice

Velocity
Strategic Issues

Vision - what problem are you solving?
Voice - is your brand voice also your voice?
Velocity - speed to market, skyscraper or pup tent?
Tactical Issues

Efficient
Educate
Empower
Tactical Issues

Efficient - Only Focus on Need to Have

Educate - Team, Media, Influencers

Empower - Team & Everyone
Efficient

Customers: Only customers who NEED you
Negotiate Everything: Don’t spend, trade
Repurpose Everything: Press releases etc
Get help: Others who believe in your vision
Educate

Team: The more they know, the better for all
Interns: Educate, support, mentor
Advisors: Understand value proposition
Influencers: Twitter, Chats, Prestige Users
Bloggers: Product Reviews
Customers: Turn them into fans
Empower

Hire well
Trust
Experiment
Let Go
Be Prepared to Fail
Listen
Refine
Repeat
This is How Marketing is Now Done:
Know your Voice and Vision
Empower Everyone
Give up Control
Work Hard
Trust
Thank you and remember.....

Never give up!

(we didn’t either)