



Bring Your Product to Market Bootstrapped Style ...and keep it there

presented by
Joanne Lang



**COLLIDERS
ACCELERATOR**

www.colliders.org

Education

- ✓ Monthly social or download training
- ✓ Templates with data
- ✓ System access
- ✓ Private Facebook Group

Implementation

- ✓ Buy a module
- ✓ Project based investment

Unique Matching

- ✓ 2 women led portfolio companies will be matched to corporations early in the cycle.

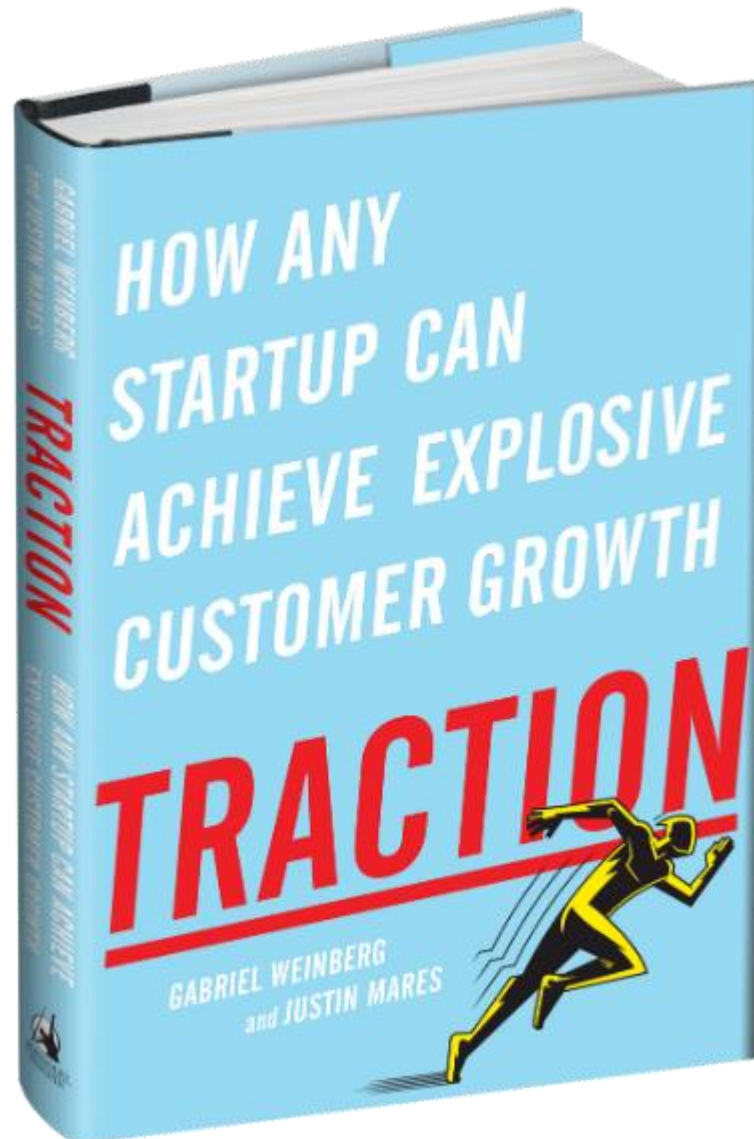
All profits
are
reinvested
in **YOU**

Why Joanne Lang

- AWE Fellow - Boston (?)
- AICPA, NPDP certified, Digital Marketing Certified
- Forbes' Top 10 Female Entrepreneurs to Watch
- Founder Colliders Accelerator
- Advisory Board for Flex-IT (Uber for tech contractors)
- Co-Founder Divvydo.com
- Founder of AboutOne Cloud Platform - Family Calendar App
- 3% of US women that raised over \$5M
- First on stage at VentureBeat DEMO
- Featured in CTRL+ALT+COMPETE documentary
- 2014 SmartCEO Voltage Award finalist
- Dell Founders Club Entrepreneur
- Blogger - Huffington Post, WSJ, Women 2.0, Region's Business
- Speaker/Mentor/Panelist - WIT, Boston Entrepreneurs Network, NYU Women Entrepreneurs Festival, CES Living in Digital Times, Women 2.0 Founder Friday, Women in Tech Summit, BlogHer Entrepreneurs, PSL Startup Boot Camp, TechGirlz
- Judge - 2015 Stevie Awards For Women in Business,
- Judge Scrappy Startup Challenge
- Selection and steering committee for InnovateHER (SBA/White House)



Recommended Reading



My 8 P's of Product Marketing

- ① Product
- ② Pricing
- ③ Place
- ④ Promotion
- ⑤ Physical Proof
- ⑥ Process
- ⑦ People
- ⑧ Post-Launch Customer Interaction

① Product

Is it the right product ?
Will people pay for it?

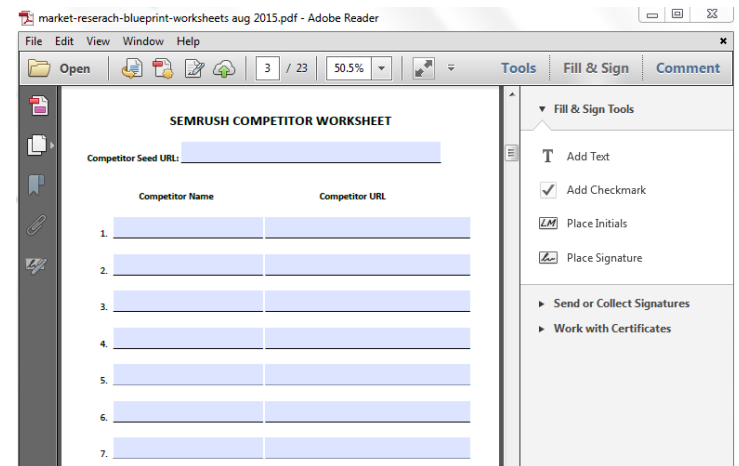
- ✓ **Research...Research...Research**
 - Surveys -Include question ‘why not?’
 - Competitive analysis (\$\$\$)
 - Trade Publications/Magazines
 - Forums, Private Groups (high comments)
 - Direct response marketers
 - Amazon
- ✓ Build iteratively
- ✓ Customer Advisory Boards
- ✓ Control rate of market release
- ✓ **Test your business model** - app, subscription, continuity membership, coaching, product
- ✓ Measure...Measure...Measure

①

Product

Research tools

- Google and SEMRush
- Towerdata
- Quantcast
- Alexa
- Spywords for ads
- Clickbank

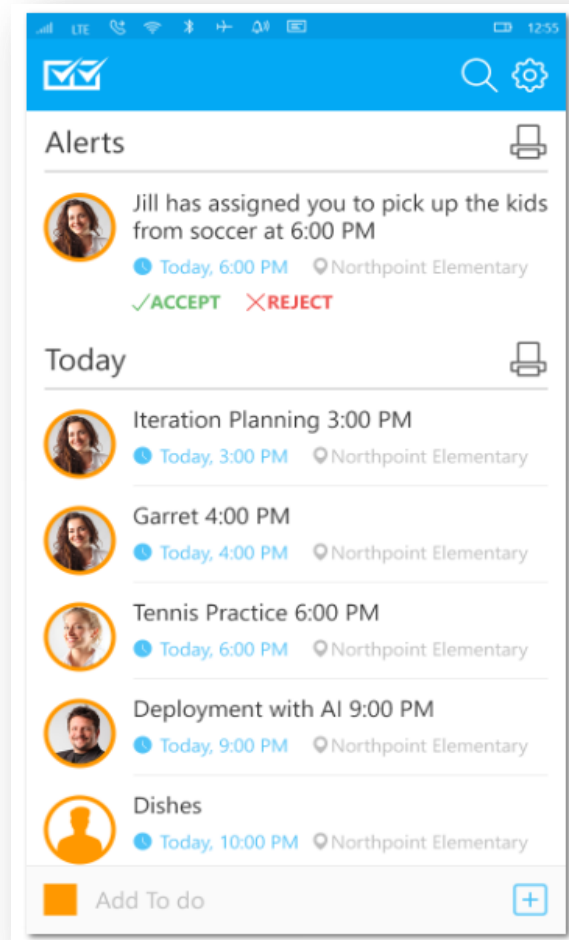
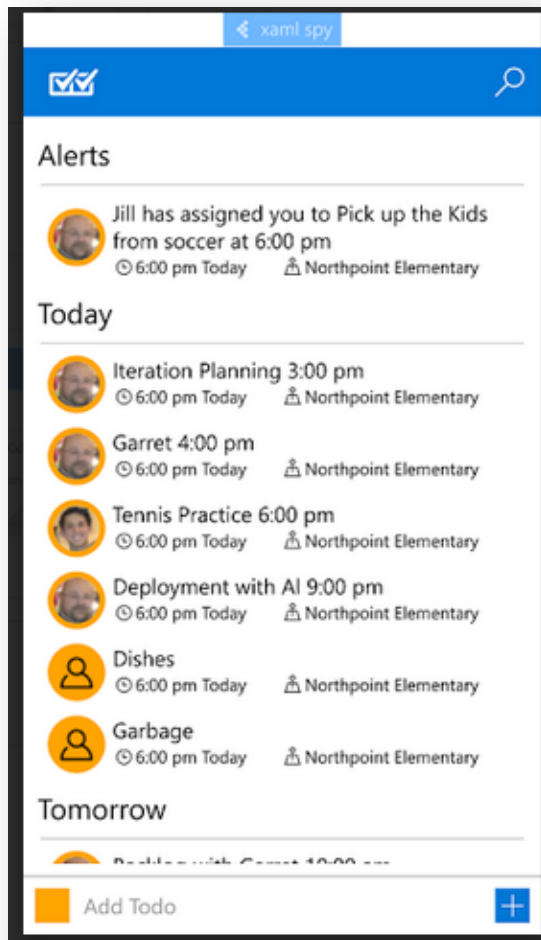


**Detailed Training, Templates on
Colliders.org**


① Product

STEP 1 - LAUNCH A DESIGN FIRST


Usertesting.com ☹️




Who Needs a Household Information Management Platform



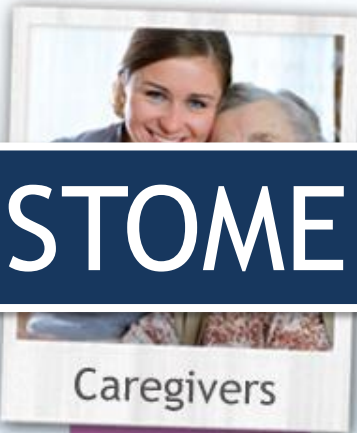
Baby Boomers




Parents



Pet Owners



Caregivers



Active Military Families

106 Million (\$1T)

85 Million (\$2.4T)

78 Million

65 Million

2 Million

TIP: BE YOUR CUSTOMER

① Product

You can outsource anything – Ghost Writing,
Design....everything...

Or
USE COLLIDERS MODULES

REPURPOSE
CONTENT!

- Upwork - WordPress
- 99designs
- Behance
- Elance
- Sortfolio (99 designs)
- oDesk
- Krop
- Vworker
- Freelancer
- Ifreelance
- Freelance switch
- Fiverr – lowest quality
- Taskarmy
- Reddit.com/r/forhire
- Guru.com
- Warrior.forum

① Product

Learn From My Mistakes

- ✘ Do not build until you finish the research
- ✘ Make a good product your first focus - DESIGN
- ✘ Developers need a TECHNICAL product/program manager
- ✘ Do not let the dev team tell product marketing they are wrong!
- ✘ Plan for a 6 month delay
- ✘ Focus on evergreen products
- ✘ Do not be overwhelmed or intimidated by experts or other products

② Pricing

- ✓ Pricing model validation
 - Don't over analyze, just start
 - Pricing Page A/B Testing
 - Surveys
 - Interviews
- ✓ Cash is King
 - Factor discounts into pricing model to ensure profitability.

② Pricing

Learn From My Mistakes

- ✘ Credit card processing experience is critical.
 - ✘ FirstData, Authorize.net, Chargify
 - ✘ PayPal native
 - ✘ PCI Compliance
- ✘ Check credit card processing FEES!
- ✘ Apple and Microsoft processing fees
- ✘ Tracking conversions to paid Flurry V
Mixpanel

③ Place

TIP: KNOW YOUR CUSTOMER

- ✓ Know your customers / channels
- ✓ A/B test messaging by buying persona
- ✓ Partner Strategy
- ✓ Corp Customer Strategy - do cold call

③ Place

Learn From My Mistakes

- ✘ Where do customers buy?
 - Responsive website
 - Mobile friendly emails
 - Can you bypass getting a credit card with Apple, Amazon billing etc...

④ Promotion

TIP: KNOW WHERE YOUR CUSTOMERS ARE

- ✓ Networking, Networking, Networking,
- ✓ What is your message, what is your hook, your marketing message drives your perceived value
- ✓ Prioritize marketing plan - DO THIS FIRST!
- ✓ In app viral features
 - ✓ Share
 - ✓ Contacts
- ✓ Ride the back of a public launch

④ Promotion

TIP: KNOW WHERE YOUR CUSTOMERS ARE

- ✓ Branding
 - ✓ Logo - 99Designs / Fiverr
- ✓ Email
 - ✓ Office365 FREE SUPPORT, DNS set up - everything
- ✓ LeadPage/Site-dev
 - ✓ Word press templates
 - ✓ Optimized press - look and feel
 - ✓ Mycovermaker.com
- ✓ Music - audiojungle
- ✓ Streaming video - vimeopro
- ✓ Video clips - videoblocks.com
- ✓ Graphics and images
 - ✓ Istockphoto, clipart, animationfactory
- ✓ Screencapture - Camtasia

④ Promotion

TIP: KNOW WHERE YOUR CUSTOMERS ARE

- ✓ Branding - look at covers of best selling books on amazon
- ✓ PR
 - Press email outreach & road trip - eReleases
 - Present at events, VOLUNTEER!
 - Blog, Guest Blogs and Syndicate your blogs
- ✓ Organic
 - SEO, Landing page tests to determine triggers
- ✓ Partners, they will often do a free trial for you
- ✓ Have you thought through your marketing funnel

④ Promotion

Learn From My Mistakes

- ✘ Marketing launch plan x6 & delay
- ✘ Double opt-in from day 1
- ✘ PR generates buzz, not signups
- ✘ Comeback Moms instead of PR firm
- ✘ No need to give things away, if you do campaign around it
- ✘ Your blog - be prepared
- ✘ Social Media plan

⑤ Physical Proof

TIP: PEER REFERENCES

- ✓ Support forum
 - Voting for features
 - Video demos
- ✓ Website Evidence
 - Referrals - by channel
 - Peer case studies
 - A/B testing of messaging
 - Free partner sales

⑤ Physical Proof

Learn From My Mistakes

- ✘ Set early adopters' expectations about how much time it will take / competing priorities

⑥ Process

⑦ People

TIP: GOOD SERVICE IS CRITICAL

- ✓ Customer support process
 - 7 days/week
 - Run by peers
- ✓ Customer support system
 - Zendesk & Olark (Pidgin)
- ✓ Point of contact for beta customers
- ✓ Cancellation data is key - follow up Founder email.

⑥ Process

⑦ People

Learn From My Mistakes

- ✘ Web/Mobile to 'Help' in your application
- ✘ Response times of your apps
- ✘ Message, Live Chat, phone, emails from the beginning
- ✘ Timing of BETA customers, too early leads to attrition - clandestine launch

⑧ Post-Launch Customer Interaction

TIP: CONTINUAL VALIDATION

- ✓ Closed loop feedback
- ✓ Proof that you listen and customer references
- ✓ Pop-Up Rate and Review to Support
- ✓ Survey in auto-responder

⑧ Post-Launch Customer Interaction

Learn From My Mistakes

- ✘ Set realistic release date expectations

Summary of Tips

- ① Product
- ② Pricing
- ③ Place
- ④ Promotion
- ⑤ Physical Proof
- ⑥ Process
- ⑦ People
- ⑧ Post-Launch Customer Interaction

Joanne Lang @langjoanne4

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- Social or Private Training
- Templates
- System Access
- One-on-one coaching
- Private Facebook Group for 24/7 Q&A
- TWO portfolio companies to follow live
- Corporate Innovation matching

Joanne@Colliders.org

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All profits
are
reinvested
in **YOU**