Start Up Marketing

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Start Up Marketing

1. Understanding your identity and brand

2. Connecting with your customers

3. Storytelling to gain early traction

4. Testing and measurement

5. Q&A
Understanding Your Identity
Understanding your Identity

“A brand is the sum of the good, the bad, the ugly, and the off-strategy. It is defined by your best product as well as your worst product. It is defined by award-winning advertising as well as by the god-awful ads that somehow slipped through the cracks….. It is defined by the accomplishments of your best employee….. as well as by the mishaps of the worst hire you ever made. It is also defined by your receptionist and the music your customers are subjected to when placed on hold. For every grand and finely worded public statement by the CEO, the brand is also defined by derisory consumer comments overheard in the hallway or chat room on the Internet. Brands are sponges for content, for images, for fleeting feelings. They become psychological concepts held in the minds of the public, where they may stay forever. As such you can’t entirely control a brand. At best you only guide and influence it.”

(Bedbury, 2002).
Understanding your Identity

- a focused, single idea or promise
- conveys our mission and philosophy simply
- inspires customers because they can relate to it, and see what’s in it for them
- rings true 100% of the time, in every interaction we have with every member, customer, analyst, journalist, blogger, conference attendee
Understanding your Identity

- Internal passions, visions
- The marketplace situation
- The consumer perspective
- Strategic judgment & intuition
## Understanding your Identity

<table>
<thead>
<tr>
<th>Vision</th>
<th>Solar for Universal Need</th>
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<tbody>
<tr>
<td>Mission</td>
<td>Build the world’s most energized network of customers who power their lives with sunshine</td>
</tr>
<tr>
<td>To</td>
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<td>Sungevity is the</td>
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<td>That</td>
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<td>Because</td>
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<tr>
<td>So that you feel</td>
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</tbody>
</table>

Confidential pieces removed but a useful template for you to use!

Do this piece last. Make it short, unique, no commas, no and’s
Understanding your Identity

What products and services can and will bring the brand position to life in a tangible way?

How can you bring the brand position to life through compelling communications?

How can you embed the brand position into the culture and ethos of the supporting organization?
Understanding your Identity
Understanding your Identity

From iQuote to iPad, Sungevity brings sunshine online

From the moment you say go, Sungevity makes solar work for you. Our fully-loaded package is full of extras like a free iPad and state-of-the-art tracking and monitoring tools.
Understanding your Identity

Every child has a light.
Helping the children of Zambia see the future.

Every child has a light inside
Now, you can help light their world from the outside. For Sungevity, solar power has become the way of our future. For children in Zambia, solar power can help them build their future. That’s why Sungevity has partnered with Empowered by Light. In a part of the country with almost no electricity resources and a dependency on toxic kerosene lights, solar power offers a healthy way to light up a child’s world. For a child’s education, giving them light is the difference between learning and not learning. That’s why for every solar system we sell, we give a solar powered light kit to the children of Zambia. Get solar, give solar. It’s that simple. What a bright idea!

Learn more...

Empowered ByLight
Connecting with Customers
Connecting with Customers

- Obsess about the customer experience
- Make referrals and recommendations frictionless
Connecting with Customers
Measuring Net Promoter Score

How to Calculate Your Score

NPS is based on the fundamental perspective that every company’s customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question — How likely is it that you would recommend [Company X] to a friend or colleague? — you can track these groups and get a clear measure of your company’s performance through its customers’ eyes. Customers respond on a 0-to-10 point rating scale and are categorized as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company’s Net Promoter Score (NPS), take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

- Measure it at statistically significant levels every month or quarter
- Educate your colleagues about it
- Link it to referral behavior
- Trend it over time
- Produce explanations for movements in the score
- Make it part of your start up culture!
Connecting with Customers

- Leverage enthusiasm, trust, advocacy and relationships
- Know *when* to ask for referrals, and remove the friction!
Connecting with Customers

Hi Cory,

Friends don’t let friends power their homes with expensive, dirty energy! That’s why hundreds of Sunshine Network members have already referred their friends and earned some extra cash by sharing the sun. And now, to help you spread solar even further, Sungevity is doubling referral bonuses until the end of the year!

So get your friends on board the Rooftop Revolution! Anytime you get a friend to go solar before December 31st, you’ll get $1,000, and they will too!

Use the refer-a-friend feature on OurSungevity.com to let your friends know how much money and carbon they could save with solar! If you decide to share on your own, just make sure your friends use your referral code cshaw.

Shine on!
Your Sungevity Team

Offer social and financial incentives
Connecting with Customers

Corine,

Join The Official USC Alumni Association Group on LinkedIn to reconnect with classmates and stay in touch with your alma mater!

The Official USC Alumni Association Group
This is the official group of the USC Alumni Association. It includes thousands of USC alumni looking to keep or strengthen their ties to the Trojan Family ...

JOIN THIS GROUP

Start networking with alumni right after you join by posting a question to the group discussion board.

View more groups

This message is part of an occasional mailing to help you get the most out of LinkedIn. If you prefer not to receive these messages, change your settings.

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Carolyn

Offer social and financial incentives
Connecting with Customers

Offer social and financial incentives
Storytelling
Storytelling

1. Narrative 1
2. Narrative 2
3. Narrative 3

A Proofpoint
Key examples, data points, programs that support and hold up your main narratives, make them believable

B Proofpoint

C Proofpoint

D Proofpoint

E Proofpoint

F Proofpoint

Calendar
Storytelling
Storytelling
Testing & Measurement

1. Never assume anything
2. Don’t be ruled by emotions, preconceptions
3. Test, control, new control...repeat
4. Never settle until new improvements = <1%
5. Include everyone
Testing – let’s exercise!

LinkedIn

Patrick,

Here are some people you may know from work or school. Connect with them to view their full profiles, stay in touch, and get access to new opportunities.

Connect with people that you know:

- **Jeff Weiner**, CEO at LinkedIn
  - Connect

- **Elliot Shmukler**, Director, Product Management at LinkedIn
  - Connect

- **Catherine Deilamaggiore**, Analytics Researcher at LinkedIn
  - Connect

- **Cynthia Oostdijk**, Head of Marketing - Disneyland Resort Paris at Walt Disney
  - Connect

- **Deep Nishar**, Vice President, Products at LinkedIn
  - Connect

- **David Hahn**, Director of Product Management, LinkedIn
  - Connect

- **Michael Eisner**, Leader in the entertainment industry, philanthropist
  - Connect

- **Valerie Cohen**, General Counsel at The Tomante Company, LLC
  - Connect

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Crazy

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Thanks!

Questions?