

Launching A New Product

@chrisyeh

PBworks

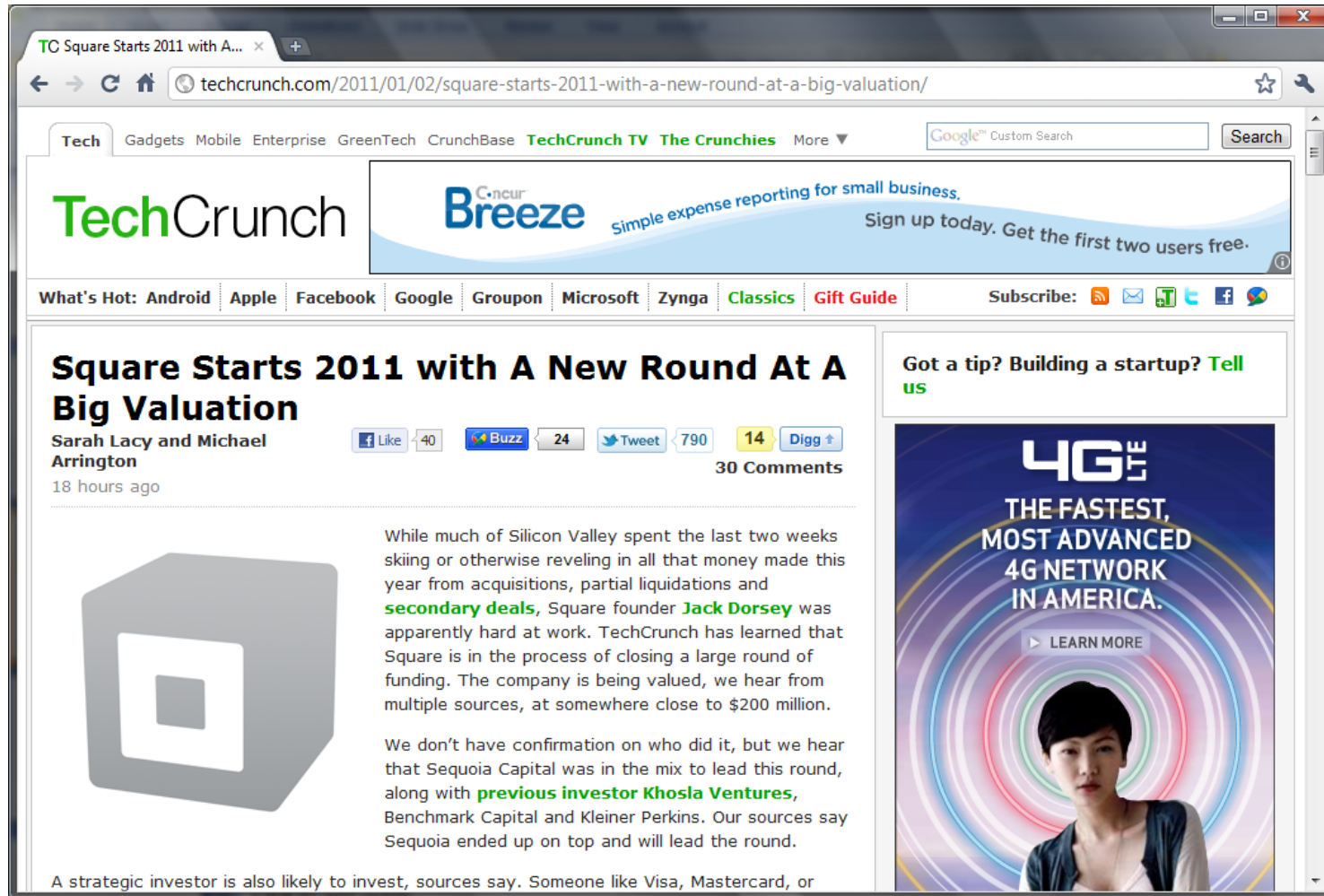
AskTheHarvardMBA.com

15 years of startup marketing



PBWORKS

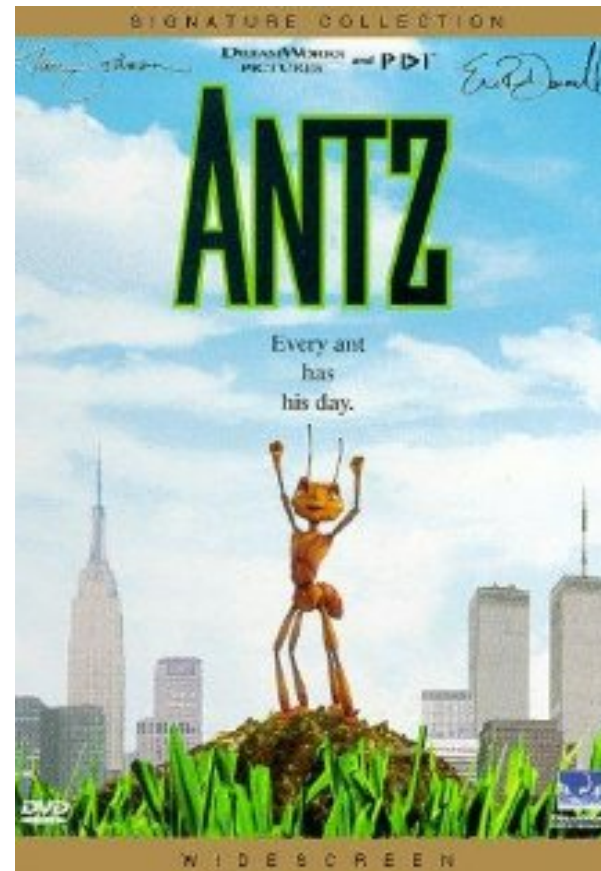
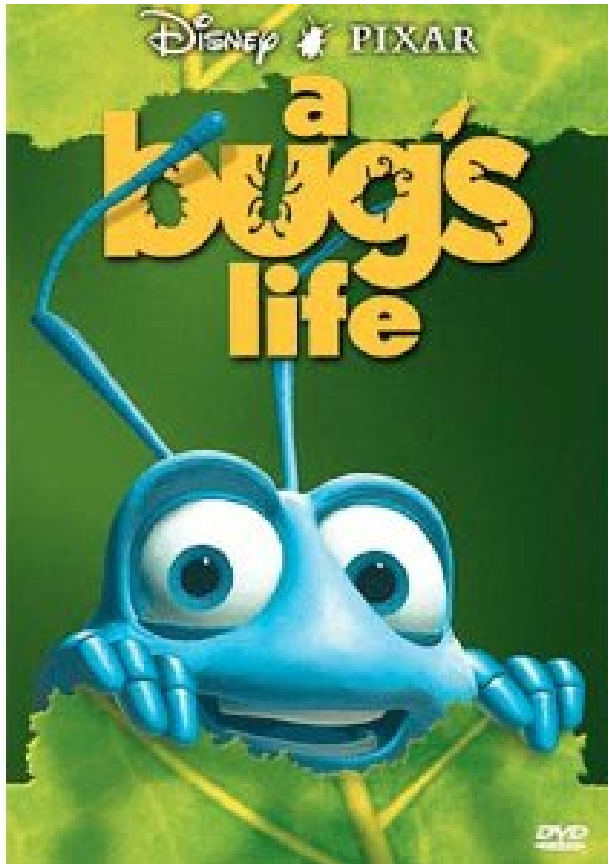
People think marketing is this



Press is an effect, not a cause



Marketing = An effective story



Who are you telling?



What are you telling them?



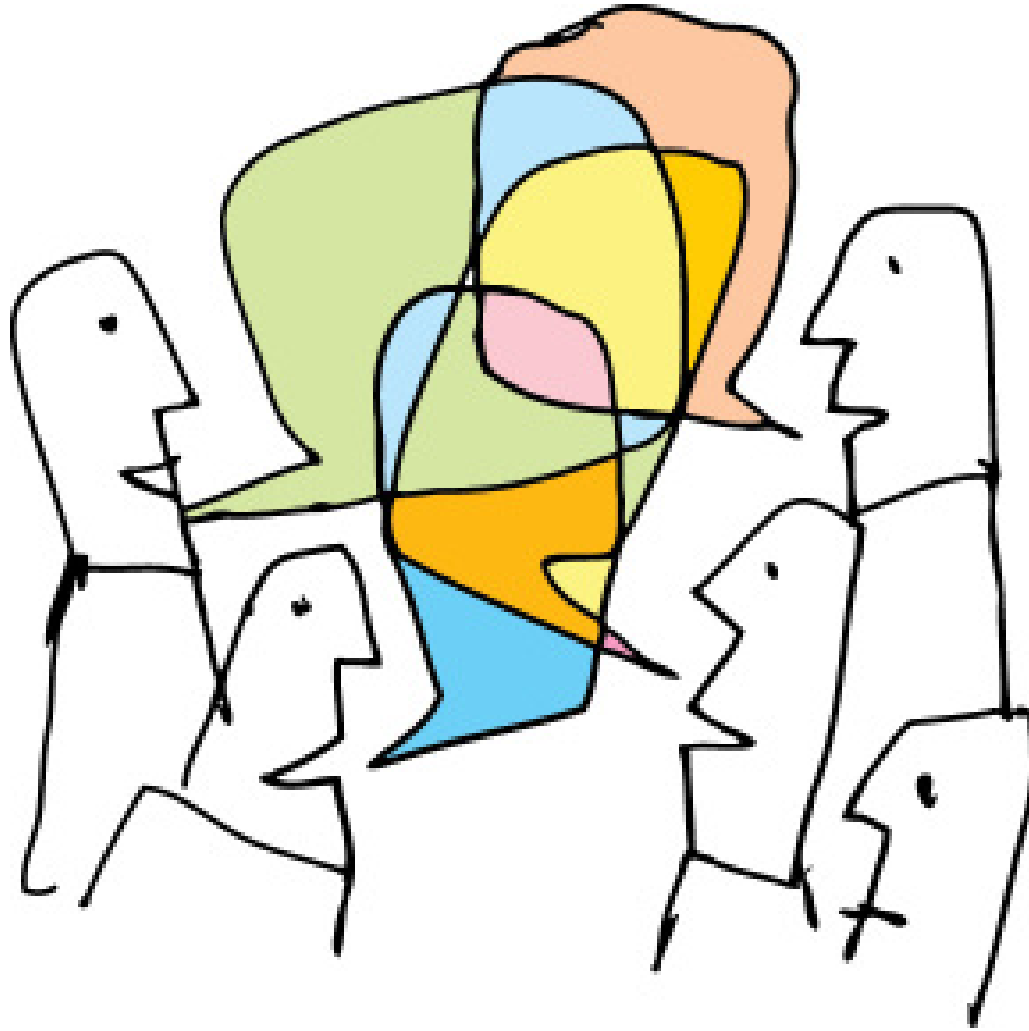
Why should they believe **you**?



The Hiten Shah Secret



Market before you build product



Develop key relationships



Slowly build overnight success



Weekly market share in 'All Categories', measured by visits,
based on US usage.
Created: 09/25/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.



“Timing, perseverance,
and ten years of trying
will eventually make you
look like an overnight
success.”

--Biz Stone

(Twitter founded in 2006)

Concrete next steps

1. Identify the key issues your startup touches
2. Become part of the conversation
3. Cultivate the influencers (follows & replies)
4. Produce (or borrow) compelling content
5. Build a need in the marketplace
6. Launch a product that fills that need
7. Print out TechCrunch headline for your mom

The End