

“The battle is no longer about large agencies and big budgets. Today all you need is a really good product that meets a customer need, a few people who are smart, willing to hustle, and some basic marketing tactics.” – Anita Newton

CONTENT AND OBJECTIVES: Once you have your marketing strategy, turn the corner to execution by determining your objectives (what you want your marketing to achieve), developing a content marketing strategy, and earmarking a budget.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. What is my marketing objective? Customers, revenue, getting noticed by national retailers, attracting investment?
2. What does success look like? Be as specific as possible.
3. Who is my ideal target? What are their hopes, fears, pain points , challenges?
4. Where does my target customer go to learn about my industry? Be specific.
5. What are my competitors doing with respect to content marketing?
6. Can I document my content strategy?
7. How can I help customers take action? How can I be educational, inspirational, outrageous, or useful?
8. Where should I be publishing this content? (e.g social media, website blog, YouTube, sales presentations, webinars etc)
9. Who on my team has the skills to contribute to content?

Questions for the team

1. What is our marketing objective? Customers, revenue, getting noticed by national retailers, attracting investment?
2. How can we contribute to the collection of interesting material for content?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>