



# 2021 STARTUP MARKETING GUIDE



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# ACHIEVING GROWTH IN 2021

## Leave 2020 behind

2020 changed every industry, including marketing. The impact on startups, particularly ones who rely on tradeshows or conferences, found you scrambling to communicate to your audience and maintain customers while growing where you could.

This guide will help you understand how marketing and buyer expectations have changed.

## User Experience

Growth in 2021 will come from engaging with users and customers instead of just selling.

## Brand Fundamentals

2021 will take us back to brand fundamentals, revisiting who you are and how you communicate.



# GOTTA FILL THE PIPELINE

## 90%

of buyers say they are "not likely at all" to respond to non-personalized messages and cold calls.

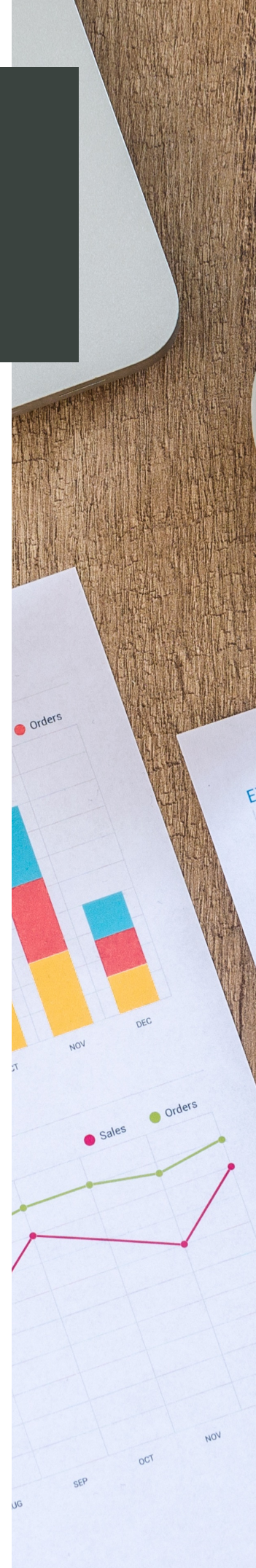
- TrustRadius

## 70-80%

of B2B decision-makers prefer remote human interactions or digital self-service. - McKinsey

## 60%

of marketers say that pipeline remains a top priority and lead generation is a key pain point for their company. - MarketingProfs





4:45 pm

# Social

## OUTSIDE THE COMFORT ZONE

B2B marketing will need to take a page from B2C and become more personal in order to succeed in 2021.

Sales cycles have become longer; people need to justify and account for ROI more clearly and they want a personal connection most are missing during quarantine.



# TIME TO NURTURE



## Play the Long Game

When you need to fill the pipeline, it is easy to think about maximizing cold calls and emails, hoping the numbers game works in your favor

Those days are gone. Blanket one-size-fits-all scripts and emails will not convert now or later.

## Do This Instead:

1. Find your target audience
2. Create a lead magnet
3. Send engaging emails
4. Be consistent
5. Blog more
6. Get social
7. Include multiple touchpoints



# USER EXPERIENCE MATTERS

If an overwhelming majority of B2B decision-makers are looking for a remote and self-service, you should make it a priority that your multiple touchpoints have a positive user experience.

Think about the entire customer journey-- how they first find out about you, to what you need to deliver at each touchpoint in order to engage with them.

Your digital transformation should be seamless. Make sure your social networks link to your website and vice versa.

Put available resources on your website such as guides, FAQs, videos, and blog posts to let the user choose their own journey.



# PLAY THE LONG GAME, BUT KNOW YOUR VALUE

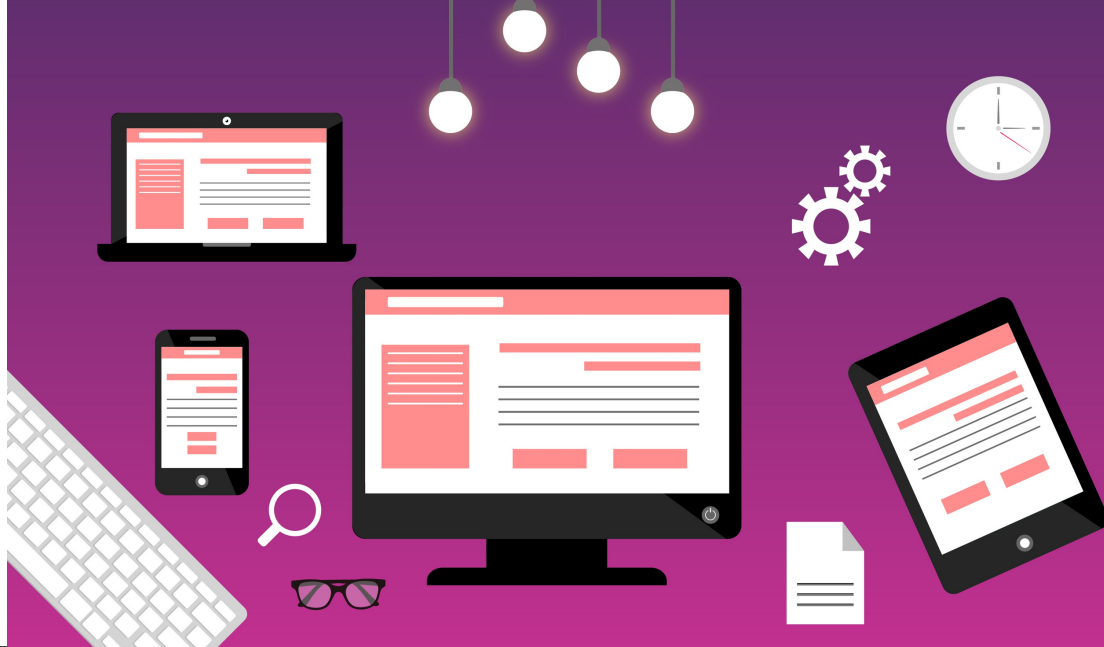
## Speed to Lead?

There's a strong fear in B2B marketing that if you get too personal and nurture for too long, you will decrease your value and miss out on opportunities.

The truth is you can only miss opportunities if you expect a quick win and neglect your audience. Try being consistent and building relationships and your brand at the same time instead.

Once you have a new person, consider content that falls into this flow:

1. Engage - the first goal is for people to have a positive experience with your brand. It doesn't have to be product-specific, it just needs to be welcoming.
2. Educate - not about your product. Educate them on the industry or address problems you know they are experiencing with empathy.
3. Evaluate - this is where your product and brand need to become differentiated from the competition.
4. Justify - the pandemic put a strain on all companies and they are spending more time understanding and prioritizing ROI.
5. Adopt - once you convert a prospect to a customer, do not forget about them! Continue to give them tips, training, and engagement.
6. Retain - if you continue to engage with customers and give them value, they will continue to buy or renew.
7. Advocate - having brand ambassadors champion you is the greatest lead generator and credibility builder. Happy customers are so important, especially during a crisis.



# BRANDING FUNDAMENTALS

## Back to Basics

Did you skip the fundamentals and just dive right in when you started? Many founders do this, so you're not alone. You get scrappy, just drive ahead and iterate as you go.

If you haven't done these fundamentals, now is the time to implement them. If you did this checklist, it's a good time to go back and audit. Have the needs of your audience changed?

## Brand Checklist

1. Target Audience - Who are you going to serve?
2. Key Message - What kind of support do you bring to your audience?
3. Website - Where can you drive people to learn more?
4. Email - How will you deliver a series of welcome emails for new users?



# BUYER PERSONAS

## Find Your Target Audience

One of the most important brand fundamentals is knowing who your ideal customer is and how to reach them and talk to them.

By understanding their demographics and behaviors, you can better support them and turn them into buyers.

Below you will find an example persona.

The behaviors are very important in carving out the user experience.

Ask these questions:

- What motivates them?
- What values or attitudes do they have?
- What are their greatest pains?
- How do they make buying decisions?



### Jeff

- CEO, tech startup
- Risk taker
- Investor
- Values hard work

### Habits

- Loves technology
- Reads news and checks stocks on phone, tablet, or laptop
- Values referrals from other CEOs
- Lurks on social media but does not post

### Demographics

Age: 42  
Gender: Skews male  
Family: Skews single; no kids  
Location: Austin, Texas

### Pain points

- Busy and short staffed
- Wants to market but stuck on analytics and quick results
- Not a writer or communicator
- Has no time or desire to explain wonky terms

### Buying Pattern

- Hears about you from another CEO
- Checks your site quickly
- Contacts you to talk
- Interested in your results and case studies
- Data matters
- Asks probing questions
- Decides to try your service on trial basis to see metrics

### Goals

- Scale company
- Become 7 figure earner
- Get product into market effectively
- Be known as innovator



## Key takeaways

- More nurturing, less quick sales
- Know your audience
- Create a custom user experience
- Fill the pipeline with engaged prospects
- Focus on your current customers



## Contact me

For more marketing tips, [subscribe to my quarterly email list](#). You'll receive 4 emails a year with guides, tips, trends, and best practices.

If you need an audit of content, more quality content, or help developing personas, [contact me today!](#)

[Connect with me on LinkedIn](#)



## Resource Links

[Loren Cribbs, 6 Ways to Drive Lead Gen](#)

[MarketingProfs, B2B Predictions for 2021](#)

[MarketingProfs, CMO Predictions for 2021](#)

[McKinsey, How COVID-19 Changed B2B](#)

[TrustRadius, B2B Buying Disconnect](#)

[UX Collective, Know your Audience](#)

