

Start-upista kannattavaksi yritykseksi

Reijo Syrjäläinen

Gorilla Ventures Oy

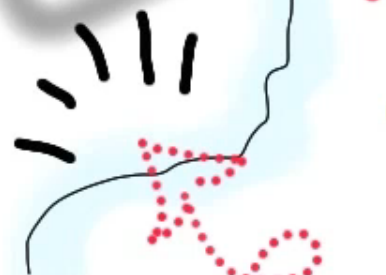
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What is a **STARTUP?**

A **TEMPORARY** organization



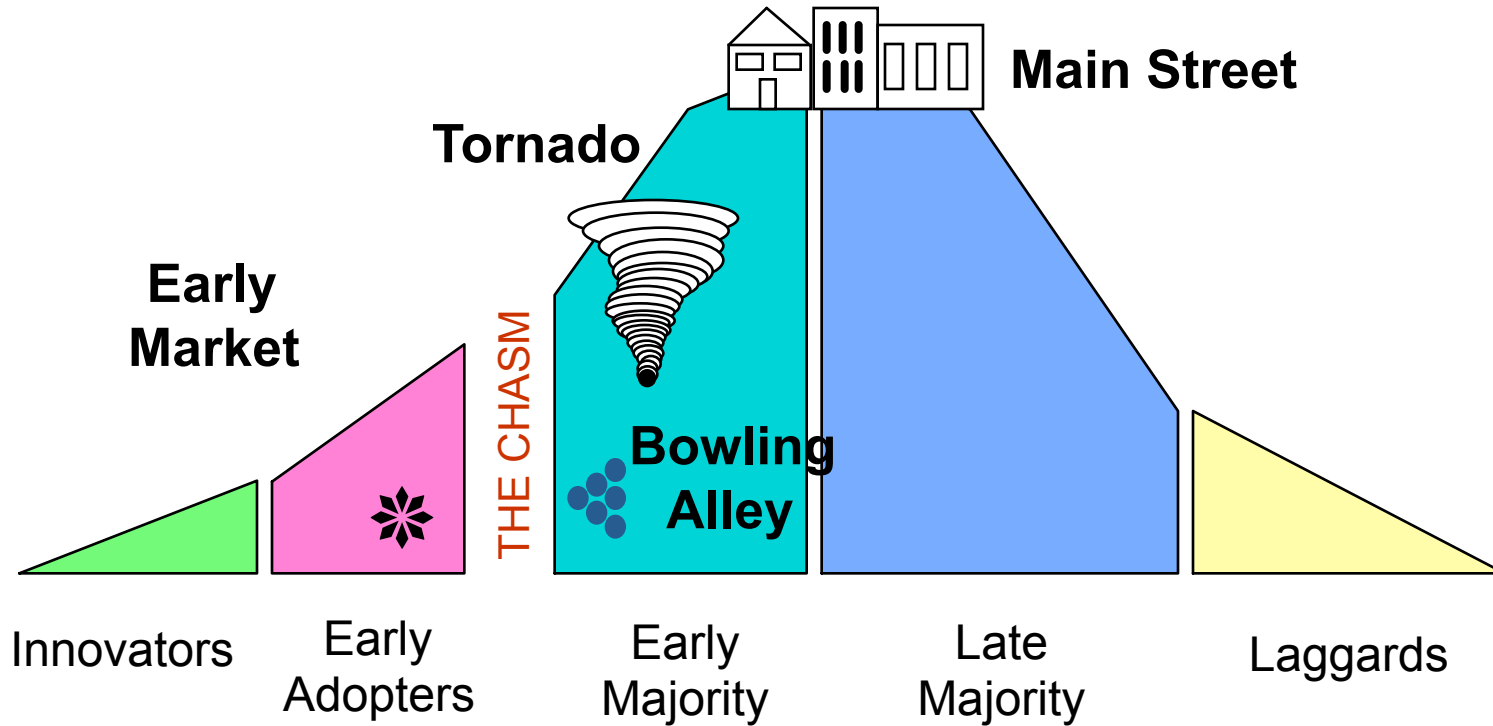
Designed to **SEARCH...**
For a **REPEATABLE**
and **SCALABLE...**
BUSINESS MODEL.



Lesson # 1

Product to Market Fit!!!

Technology Adoption Life-Cycle

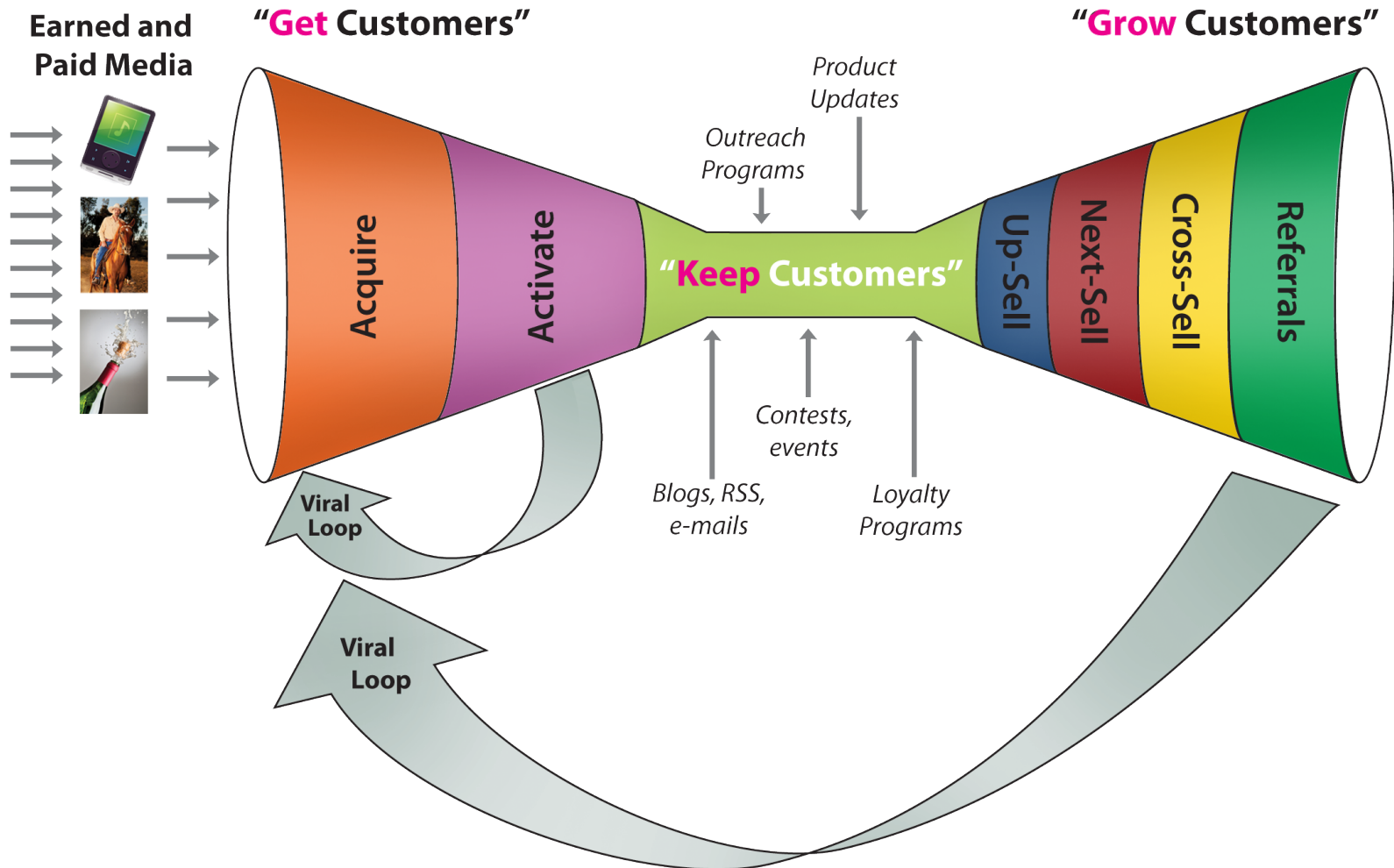


Go-to-Market

- **Markkinointia, mainontaa**
- **Myyntiä**
- **Asiakaspalvelua**

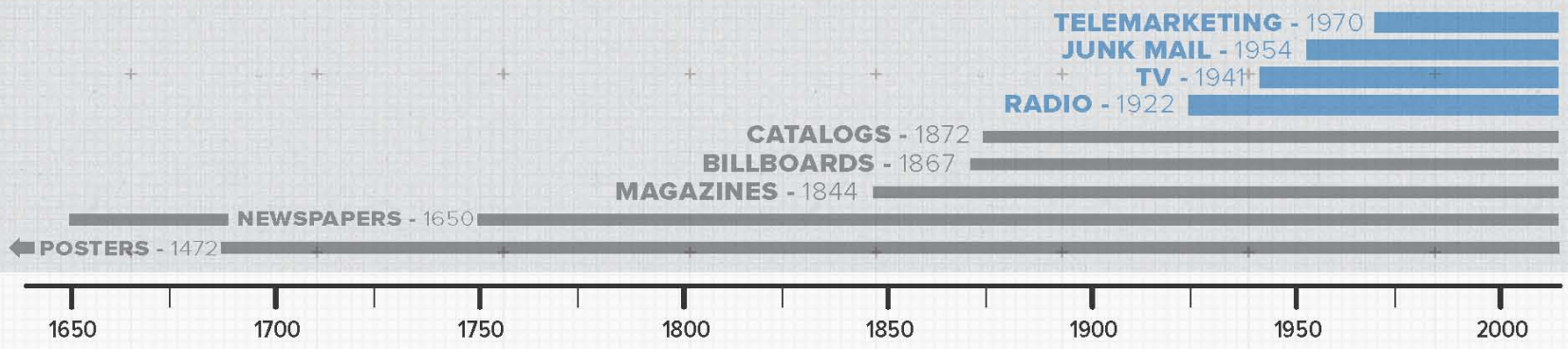
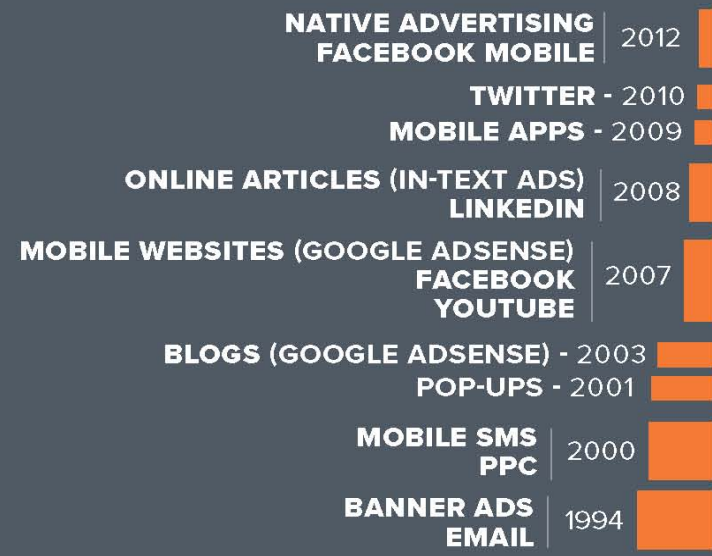
Customer Relationships

Web/Mobile Products **Get/Keep/Grow**



**Markkinointia on todistettavasti
ollut olemassa jo 3000 eKr**

the
Invasion of
ADVERTISING
by **MEDIUM:**
A TIMELINE
A PUBLICATION OF HUBSPOT



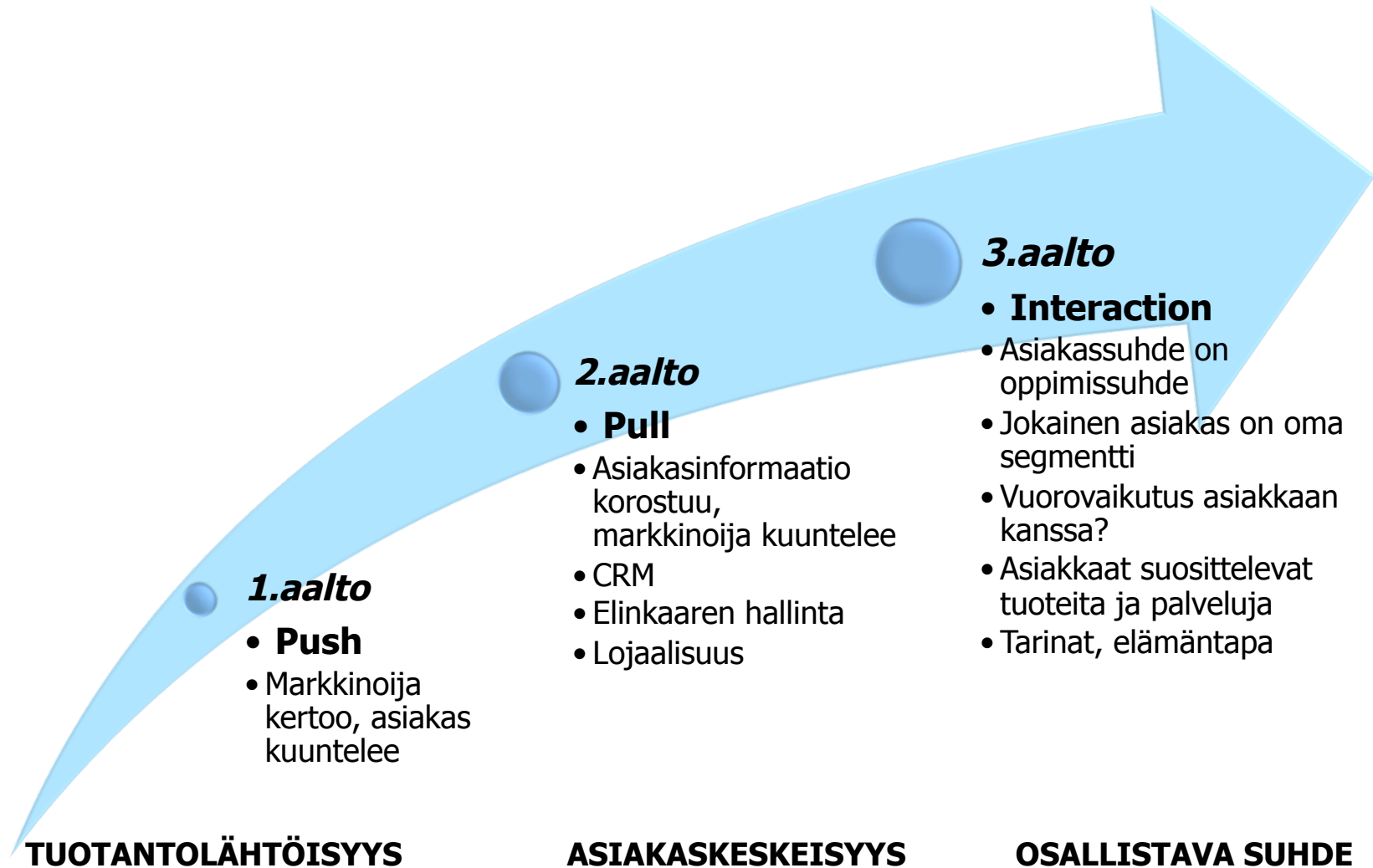
From the moment printing became possible way back in 1472, advertisers began plastering promotional posters on walls. Over the next 400 years, ads would find their way into all things print. In 1922 and for the next 48 years, the world saw ads invade pre-digital channels such as radio, television, and home telephones. Once 1994 arrived and the internet boomed, we experienced the seemingly lightning-speed proliferation of digital media over a disproportionate span of only 22 years.

While advertisers were focused on invading the next available media channel over the past two decades, consumers gained power over their own attention. Advertising cannot and will not ever work like it once did. The only way to reach consumers now and in the future is to stop interrupting what people want to consume. Instead, create remarkable content, personalized for the consumer using context on what they actually want, when and how they want it. In this way, companies can better attract, connect with, engage, and delight customers. In other words: Inbound Marketing.

Future Shock

- Not only has the media landscape **grown by type**; each type has **grown exponentially in volume**.
- **400 million tweets** are sent every day.
- **100 hours** of video are uploaded to **YouTube** every minute.
- Every **two days**, we create as much information as we did **from the dawn of civilization up until 2003**. (Eric Schmidt)
- In 2011, there were over **one TRILLION pages** on the *internet*.
 - **1,000,000,000,000!**
- But there are only **2.4 billion** global internet users.
- That means there are **417 web pages** for every **1 person**.

Marketing 3.0 on täällä tänään



Marketing 3.0

So what does it all *mean*?

- Consumers gain complete **power** over their own **attention**.
- Creating Marketing people love
- Nowadays, even the best **advertising can't put lipstick on bad business**.
- Nowadays, brands don't find customers. **Customers find brands**.
- Companies have to create **brands people love**.
- Marketers have to create **marketing people love**.

People love marketing that's more about **their needs** than the brand's needs.

People love marketing that's **trustworthy**.

People love marketing that presents the **right information** at the **right time**.

Does your marketing
interrupt

what people want to consume?

Then, go create something
people
want to consume.

A scholar named Samuel Johnson writes (1758):

- Whatever is **common** is *despised*.
- Advertisements are now so **numerous** that they are very **negligently *perused***.
- It has become necessary to gain attention by **magnificence of *promises***.



Purchasing is more difficult than most sellers think

- **QUESTION:**

Which issues should B2B companies develop most to become better business partners?

- **ANSWER:**

Make themselves easy to deal with.

- 1 Be more available

- 2 Have absolutely easy-to-use websites

- 3 Ordering of products should be easier

- 4 Faster deliveries

- 5 Punctuality, reliability of timetables

- 6 Follow-up; failures should be handled better

Anatomy of excellent online services

- **QUESTION:**
How do you recognize excellent B2B online services?

- **ANSWER:**

1 Websites are a channel for getting things done

2 The company behind the services is fast

3 Active and fluent e-dialogue with the customers

4 Services, which help the clients in their own business processes

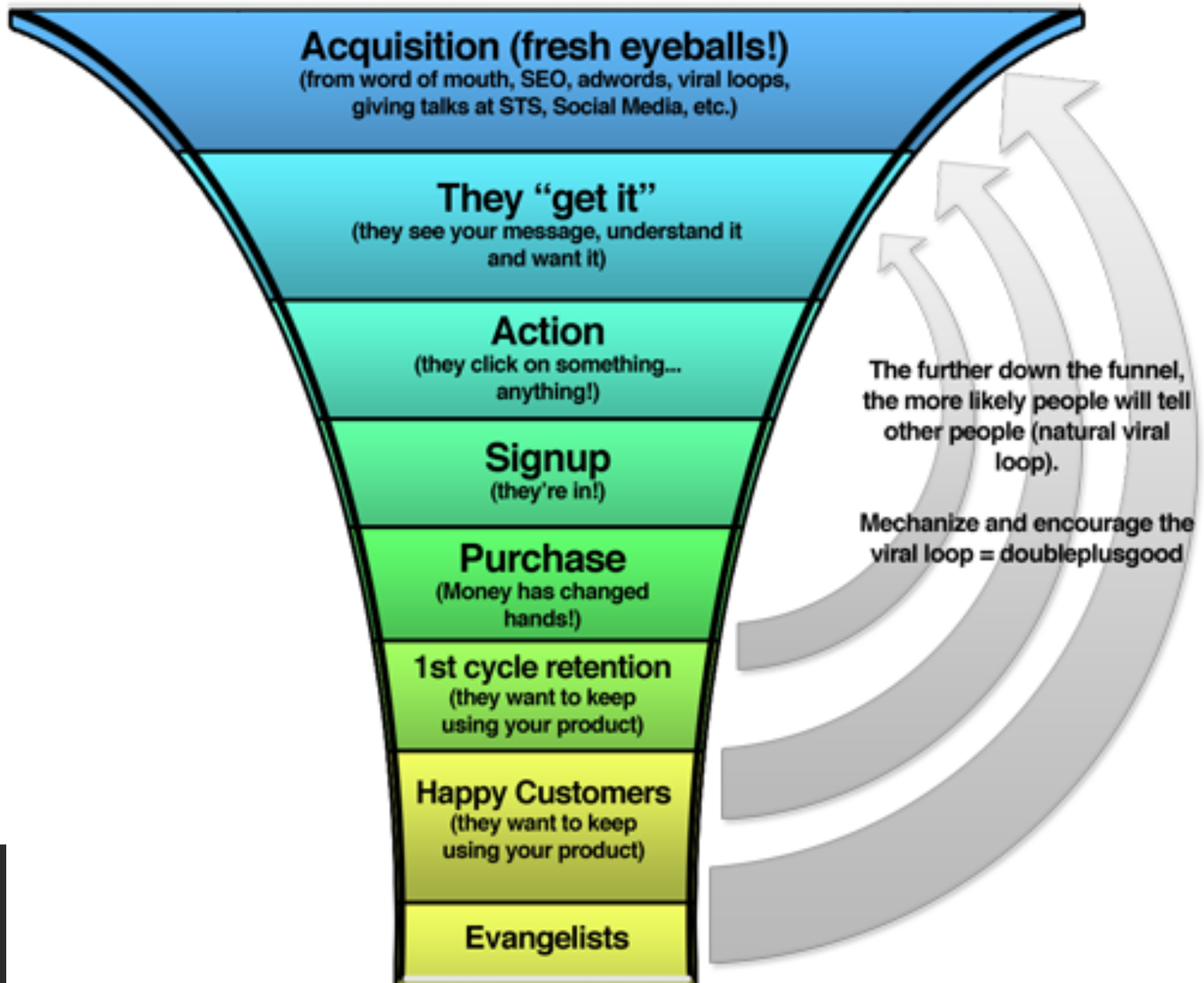
5 Web sites are **absolutely** easy to use

6 The personality of the company stands out from the sites

B2B companies with the largest share of wallet, where are they excellent?

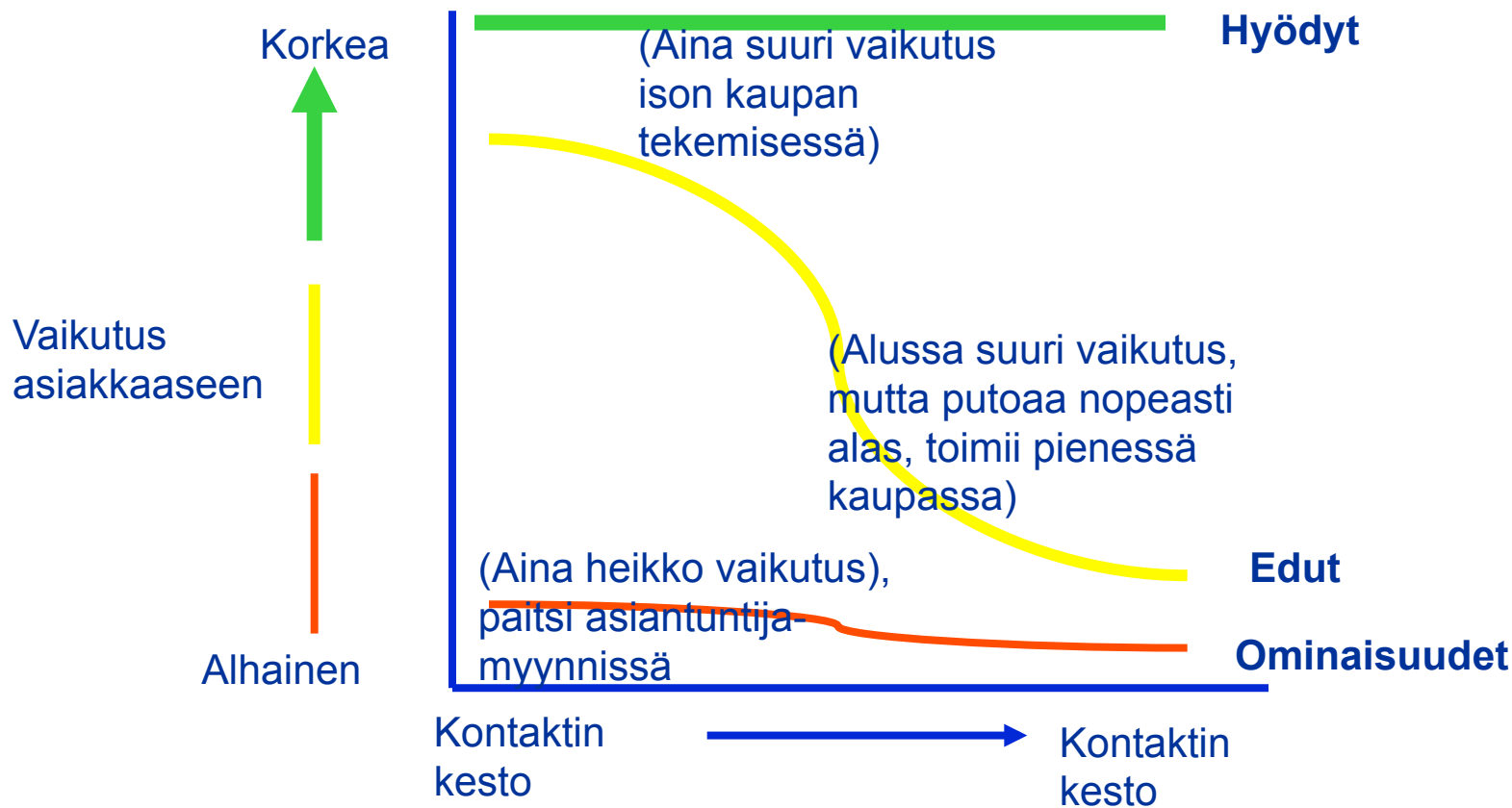
•% share of companies rated excellent in the feature

Easy co-operation, easy-to-use	41%
Marketing skills	38%
Sales Personnel	29%
Innovative products & services	28%

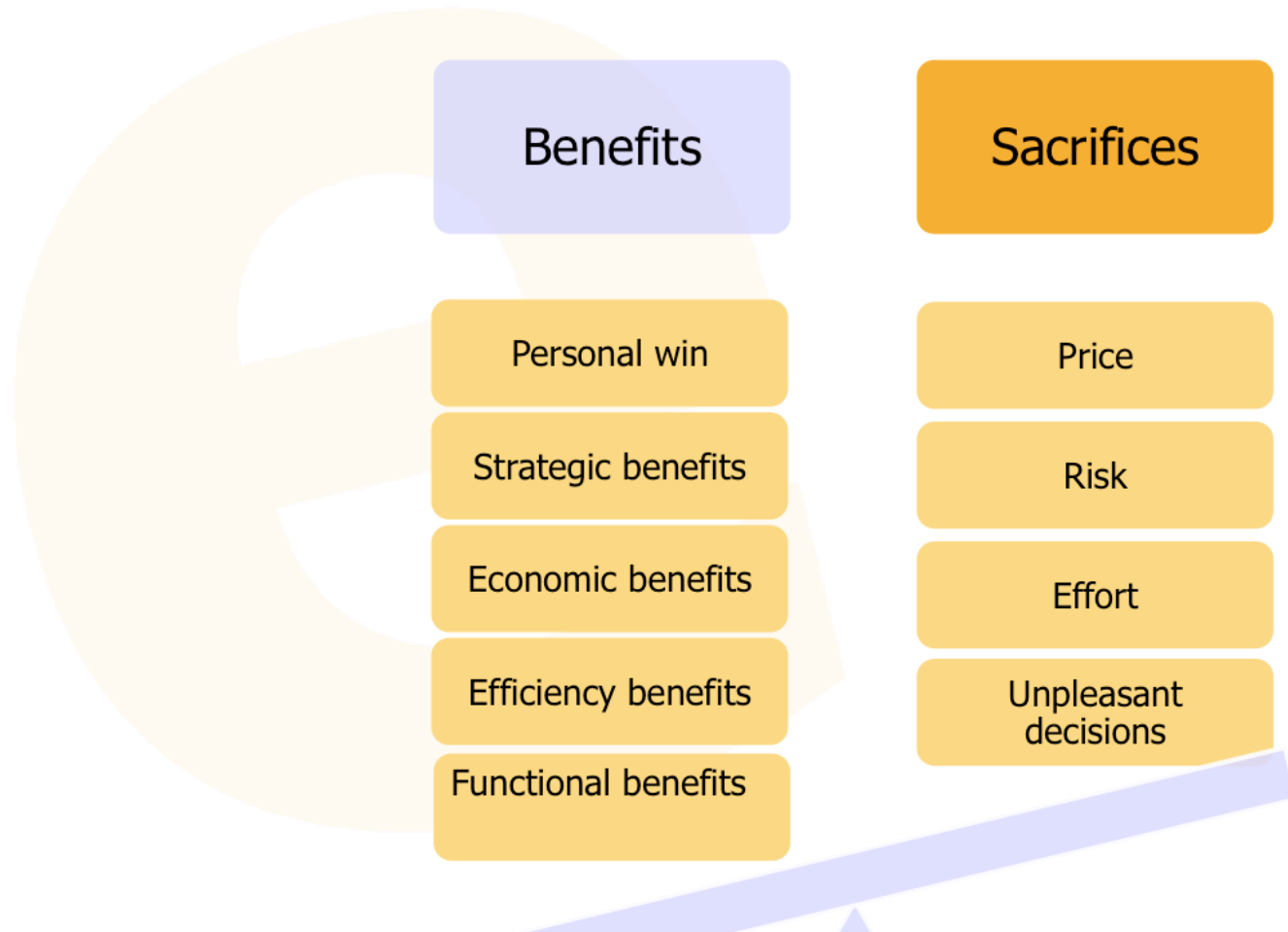


Liiketoiminta on suunnitelman mukaisen toimeenpanon taidetta. Ilman suunnitelmaa mitään ei voi oppia ja mitään ei tapahdu ilman toimeenpanoa. Sitä saa mitä mittaa!!

Hyödyt, edut ja ominaisuudet myynnin eri vaiheissa



How attractive is the value you are offering?



Q & A