MÖVE
MARKETING

17

Steps to Build an Effective Growth-Stage Marketing Engine

The Ultimate Playbook for Marketing Leaders

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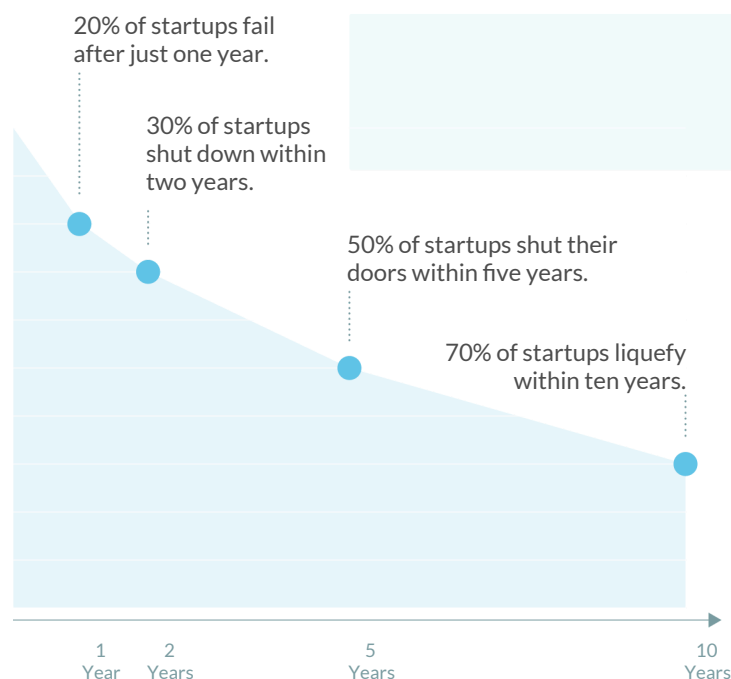# Introduction

Startups are the drivers of innovation and change. Which is why it's not surprising that the tech startups transforming the way we live—blockchain, Fintech, artificial intelligence (AI), e-commerce, etc.—are continuing to grow at an exponential rate. There are 82,038 startups in the U.S. alone!

And while this is exciting and transformational, the harsh reality is that **90% of startups fail.**

Today's startups don't have an easy journey

20% of startups fail after just one year.

30% of startups shut down within two years.

50% of startups shut their doors within five years.

70% of startups liquefy within ten years.

| 1 Year | 2 Years | 5 Years | 10 Years |

22% 22% of startups fail due to ineffective marketing.

40% Only 40% of startups become profitable.

42% 42% of startups fail because they lack an understanding of the current market demand.

Source

To compete and succeed today, strategic and data-driven marketing are vital—especially when 22% of startups fail due to ineffective marketing. Marketing leaders aiming to establish a startup as an indispensable organization in a crowded market must have a deep understanding of the key components of a successful marketing plan and the tools they need to create a solid marketing foundation.

But where should startup CMOs begin?

In this comprehensive guide, we will provide you with an actionable plan to develop an effective marketing strategy that drives growth and generates revenue. This eBook will cover various aspects of marketing including market research, defining your target audience, developing a lead scoring model, creating a content marketing plan, and leveraging social media and other digital marketing channels to win.

Startup culture is exciting, fresh, and revolutionary. Your marketing should be as well. Dive in and learn how to create a solid marketing engine for your startup!

Laying the Foundation

Before you begin spreading the word about your startup to the masses, it's important to take a step back and assess your marketing foundation. We like to think of an effective marketing engine as a house.

Go-to-Market Plan

Email nurture campaigns, paid search
and paid social advertising, content marketing,
social media management, reporting and analysis, etc.

Marketing Strategy

| Brand voice, keyword research, competiton analysis, etc. | Buyer persona research and documentation. | Content curation, editorial calendar, distribution strategy. |

The Foundation

Martech stack, lead scoring model,
distribution channels, lead routing, etc.

At the base of the "Marketing House"—the foundation—it's imperative that you establish:

◆ A lean yet optimized marketing tech stack (martech)
◆ A comprehensive lead scoring model
◆ Which distribution channels you'll want to stand up (email, social media, etc.)
◆ Lead routing to set up a repeatable process of who on the sales team your marketing qualified leads will be assigned to

You are here. And without the foundation, the Marketing House will fall. We're diving into all the above in this section.

01. Audit Your Current Marketing Tech Stack

An audit of your martech stack can help identify any inefficiencies or redundancies across your tools. This enables you to optimize your tech and maximize your ROI. When conducting your audit, we recommend taking the following steps:

◆ **Document all the marketing tools and software** your team uses, including their purpose and how they are being used.

◆ **Evaluate the effectiveness of each tool** and its impact on your marketing goals. Identify any redundancies or gaps in the stack.

◆ **Review the costs associated with each tool** and consider whether the return on investment justifies the expense.

◆ **Consider whether your team is fully utilizing the features** and capabilities of each tool.

◆ **Account for potential security risks** and each tool's scalability.

◆ Based on the audit findings, **develop a roadmap to optimize your martech stack** and align it with your marketing goals and budget.

◆ **Eliminate any unnecessary tools** and/or software subscriptions your team doesn't use.

45% of marketers believe that they're not taking full advantage of their martech tools.

45%
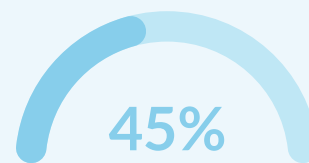
Other Audits to Consider

Customer Relationship Management (CRM) Software Audit

A CRM audit incorporates the organization of all files, workflows, contact lists, and lead submission forms to optimize marketing automation and reduce manual labor.

Auditing your CRM is essential to:

◆ Assess and remediate inefficiencies throughout your CRM

◆ Clear your CRM of unused or outdated assets and workflows

◆ Discover and eliminate unutilized marketing tools and subscriptions

◆ Contextualize past initiatives and better determine the desired business flow/organization

Content Audit

Auditing your current content is a great way to:

◆ Identify content that is performing well or underperforming

◆ Determine how much content you currently have by content type

◆ Find gaps in your content creation and distribution

◆ Update legacy content to improve relevancy

◆ Revitalize previous content to improve search engine optimization (SEO)

Auditing your website copy will also help improve search rankings and generate new leads by:

◆ Adding relevant calls to action

◆ Improving on-page SEO

◆ Revamping the copy to hold a reader's interest and include keywords, etc.

02. Build and Implement a Lead Scoring Model

Developing and implementing a lead scoring model is a crucial part of an effective marketing strategy.

Both marketing and sales teams benefit from lead scoring. Carefully organizing your marketing leads is essential to provide sales reps with the most relevant leads to close the most deals. Through the process of lead scoring, you'll be able to easily identify which leads are qualified to speak with sales. This way, your sales team isn't wasting their time on leads that may not be ready to make a purchasing decision.

The more active a lead is and the better the lead fits your target audience based on demographics, the more qualified they become and the more likely they are to purchase. Below is a reference chart:
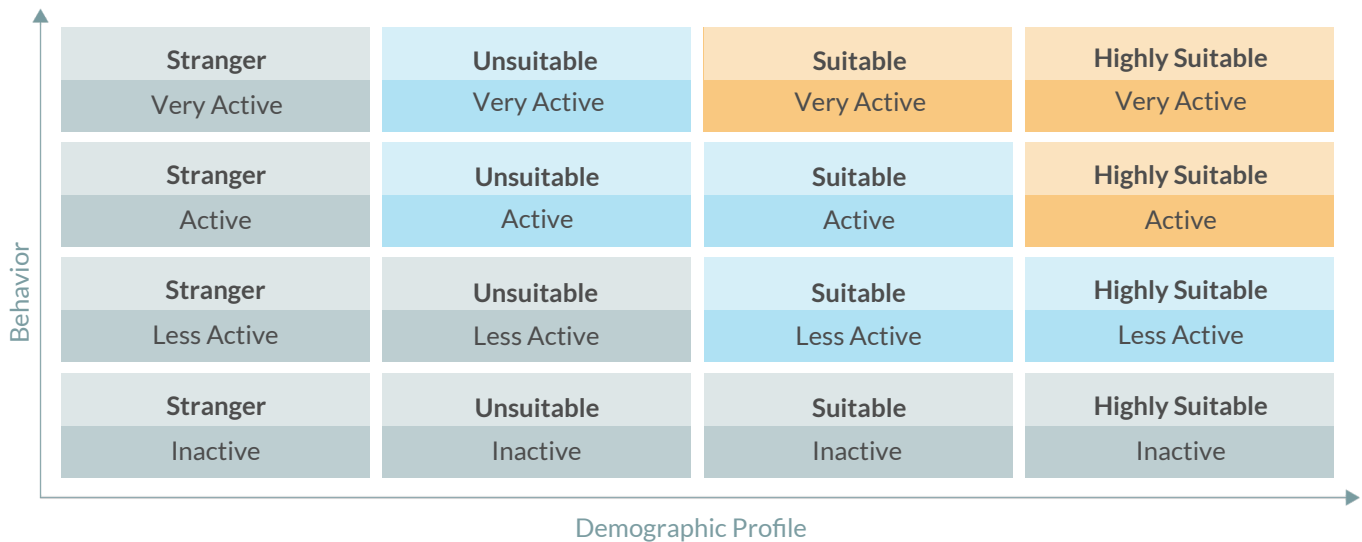
Lead scoring is the process of collecting as much data as possible from leads by assigning points for each behavioral action (like viewing a blog or downloading an eBook) to qualify and prioritize leads.

Organizations that implement lead scoring systems see their lead generation ROI increase by 77%.

Behavior ↑			
Stranger Very Active	**Unsuitable** Very Active	**Suitable** Very Active	**Highly Suitable** Very Active
Stranger Active	**Unsuitable** Active	**Suitable** Active	**Highly Suitable** Active
Stranger Less Active	**Unsuitable** Less Active	**Suitable** Less Active	**Highly Suitable** Less Active
Stranger Inactive	**Unsuitable** Inactive	**Suitable** Inactive	**Highly Suitable** Inactive

Demographic Profile →

Demographic Characteristics (implemented)	Points
Job Title Contains: infrastructure, network, devops, operations, system, systems, technology, manager, solution, solutions, engineering, software, IT	10
Seniority: Job Title contains Vice President or VP	15
Behavioral Characteristics (implemented)	**Points**
Contact fills out Request Consultation Form	100
Contact downloads a piece of content	50
Contact reads a blog post	20
Contact has visited site within the last 48 hours	50
Contact clicked on one marketing email	10
Last marketing email click date is less than 7 days ago	20
Negative attributes (implemented)	**Points**
Email contains "companyname"	-100
Contact unsubscribed from email	-50

To the left is an example of a lead scoring model based on a 100-point system. Each behavior or demographic characteristic depicted in this model is assigned a certain number of points. As leads trigger each of these behaviors, they will receive a certain number of points in a CRM like HubSpot, for example. Once a lead reaches 100 points or higher, they officially become a marketing qualified lead or MQL.

Pro Tip: Keep in mind that all lead scoring models are personalized to fit the needs of your company, buyer personas, and goals. These models are dynamic and as your goals and priorities change, so can your lead scoring model.
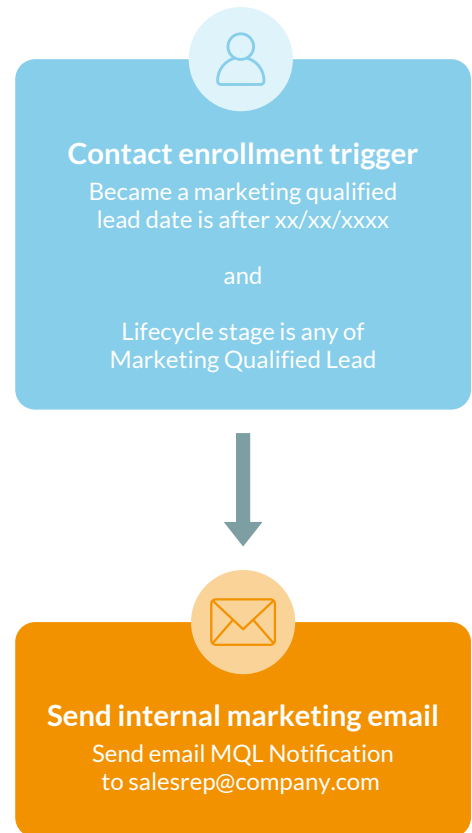
03. Establish MQL Routing & Notifications

Automatically assigning leads to members of your sales team based on predefined criteria is called lead routing. Once your leads have reached MQL status (via the lead scoring model) lead routing within your CRM ensures the right leads are assigned to the right sales representative.

Effective lead routing takes multiple factors into account including (but not limited to):

◆ Location, territory, geography
◆ Use case and/or specialization
◆ Buyer persona
◆ Company size
◆ Job title

Based on the above criteria, it's important to set up a workflow in your CRM that automatically routes leads to the appropriate sales representative. This workflow will also need to ping the assigned sales rep, alerting them of the incoming lead.

Pro Tip: If your lead database is on the smaller side, we recommend round-robining your MQLs to evenly distribute the workload throughout your sales team.

Contact enrollment trigger
Became a marketing qualified lead date is after xx/xx/xxxx

and

Lifecycle stage is any of Marketing Qualified Lead

Send internal marketing email
Send email MQL Notification to salesrep@company.com

04. Publish an Optimized Website and Promo Channels

A major part of establishing your marketing foundation is to stand up the promotional channels you'll need to reach your target audience. This includes:

A website
- WordPress
- HubSpot, etc.

A blog
- WordPress
- HubSpot, etc.

Social Media Accounts
- LinkedIn
- Twitter
- Instagram
- Facebook, etc.

An email marketing system
- HubSpot
- MailChimp
- Klaviyo

Pro Tip: Determine where your target audience "hangs out" online and what they like to do in each "location." Do they network on LinkedIn? Do they like to be entertained on Instagram? Is Twitter where they get their news? Are they viewing their email on a mobile device? Take this knowledge to narrow down which platforms will actually yield the best engagement from your audiences.

05. Build Reports and Reporting Dashboards

For all companies, but for startups especially, building reports and reporting dashboards is crucial to track and showcase marketing performance. By monitoring key metrics, such as website traffic, conversion rates, and customer acquisition costs, startups can gain valuable insights into the effectiveness of their marketing campaigns and identify areas for improvement.
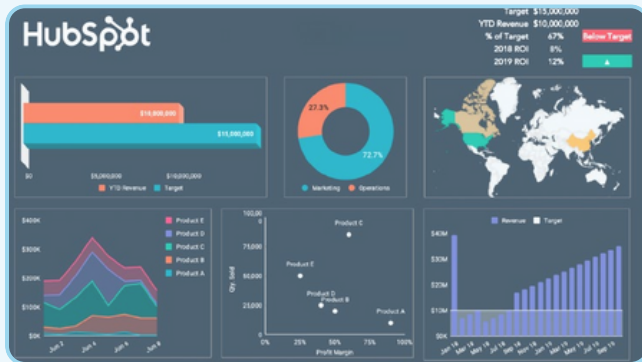
Reports and dashboards also help startups communicate their marketing performance to stakeholders, including investors, executives, and team members, which can help secure funding, build credibility, and align everyone on business objectives. Reporting is essential for startups to make data-driven decisions and optimize their marketing efforts for growth and success.

What Reports Should You Build?

Marketing Metrics

MQL Generation	Contact Lifecycle Stages	Opportunities	Marketing Email Clicks	Website Views	MQL Asset Interaction

Social Media Reporting

Audience Size	Social Post Counts	Clicks	Shares	Interactions	Impressions

Content Marketing Reporting

Blog and Landing Page Views	Website Visits	Landing Page Form Submission Counts	Traffic Sources	Engagement Rates	Blog Performance

Pro Tip: Your dashboards and reports should tell a story. At a glance, your dashboard should be able to showcase the effectiveness and trajectory of your marketing efforts.

Developing a Solid Marketing Strategy

Now that you have the foundation settled, the next step is to develop a data-driven marketing strategy. This brings us to the "rooms" in the Marketing House.

Go-to-Market Plan

Email nurture campaigns, paid search and paid social advertising, content marketing, social media management, reporting and analysis, etc.

Marketing Strategy

Brand voice, keyword research, competiton analysis, etc.

Buyer persona research and documentation.

Content curation, editorial calendar, distribution strategy.

The Foundation

Martech stack, lead scoring model, distribution channels, lead routing, etc.

The core of your marketing engine (A.K.A. Marketing House) is the strategy that drives your initiatives. It's important that you establish:

◆ Your brand's voice and key messaging
◆ Keyword research and SEO plan
◆ An in-depth competitor analysis
◆ Buyer persona research and documentation
◆ A content curation plan and editorial calendar

You are here. Let's dig in.
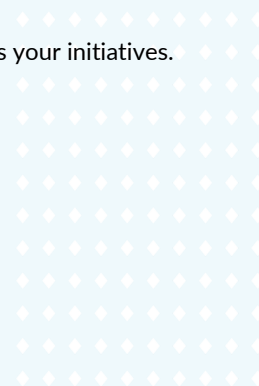
06. Determine Your Brand Voice

Developing a brand voice is crucial to establishing a strong and distinctive identity for your company, especially as AI-generated content becomes increasingly common. A brand voice is the unique personality and tone that a brand uses to stand out and communicate with its audience in an authentic, human style.

First, it's important to understand your brand voice as it stands today. If it's not resonating with your audience, it's time to create a new tone and voice or revamp your brand messaging. By developing a clear and consistent brand voice, you can:

Differentiate your company from competitors

Build brand loyalty among customers

Establish a sense of trust and credibility

To get started developing a brand voice, ask yourself and your team these questions:

What personality traits does your brand have?	Personify your brand. If they were a person, what traits would they have? Are they caring and kind? Are they rough around the edges? Fun? Professional? Do they use slang? Abbreviations? Add any "characteristics" about your brand as you see fit.
Which word best describes your brand's tone of voice?	Consider this: If you were to describe your brand in one word, what would it be? Approachable? Funny? Authoritative? Conversational or casual? Or maybe your tone is formal?
What are some powerful words or phrases you want to ensure you include in your content?	The words we choose to include in our content—or in our brand messaging—have power. What words do you believe would showcase the true value of your company, products, or services? Which words do you want to avoid altogether?

The answers to these questions will be the catalyst for developing a standardized voice and key messaging for your brand.
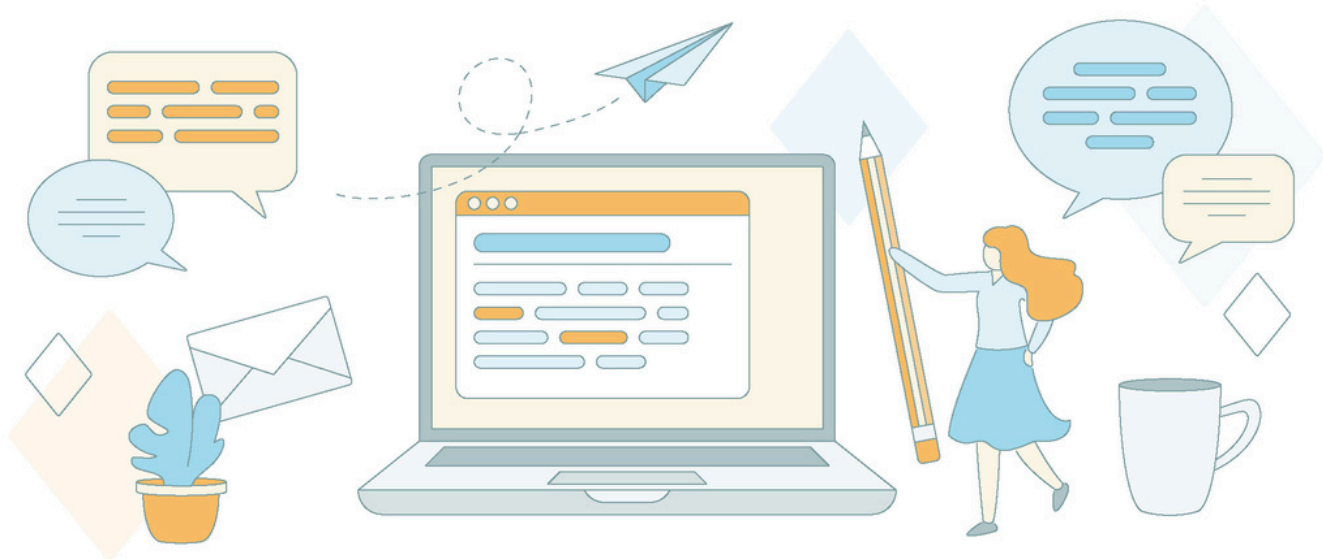
07. Manage Keyword Research & SEO

As a startup with a tight budget, it can be challenging to find effective search engine optimization (SEO) tools to achieve higher rankings in search engine results pages (SERPs) without breaking the bank. Luckily, there are many free tools available online.

Here's how to tackle keyword research and SEO efficiently:

◆ Develop a preliminary list of seed keywords and key phrases based on your product and/or service offerings, your industry, and any other defining information.

◆ Use Google Search to find long-tail keywords (longer and more targeted keywords) and other relevant keywords and phrases.

◆ Leverage free tools such as Google Keyword Planner or Ahrefs' Free Keyword Generator to identify the average search volume and keyword difficulty (how challenging it is to rank for a specific keyword).

◆ Compile all relevant keywords into a master list.

◆ Organize each keyword by the search volume (most to least).

◆ Remove any keywords that have a low search volume (less than 100 searches per month).

◆ Keep the list short of just about 20-30 keywords with a high search volume and a low keyword difficulty— these will be the keywords that you'll want to leverage in your content!

From here, you'll be able to optimize your blogs, landing pages, and other content for specific keywords you want
your organization to rank highly for in search engines.

Pro Tip: Keep in mind the risk of keyword cannibalization, which involves multiple pages of your website competing against each other to rank for the same keyword. Make sure each page, post, or article addresses a clear main topic that is valuable to your audience, and optimize across a range of related keywords to cover all your bases.

Where to Place Keywords in Your Content

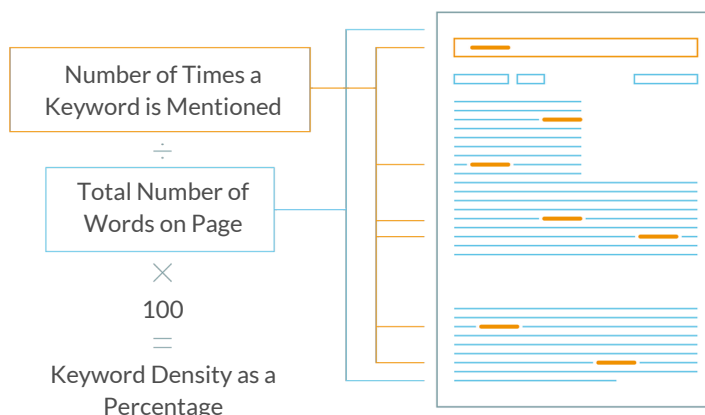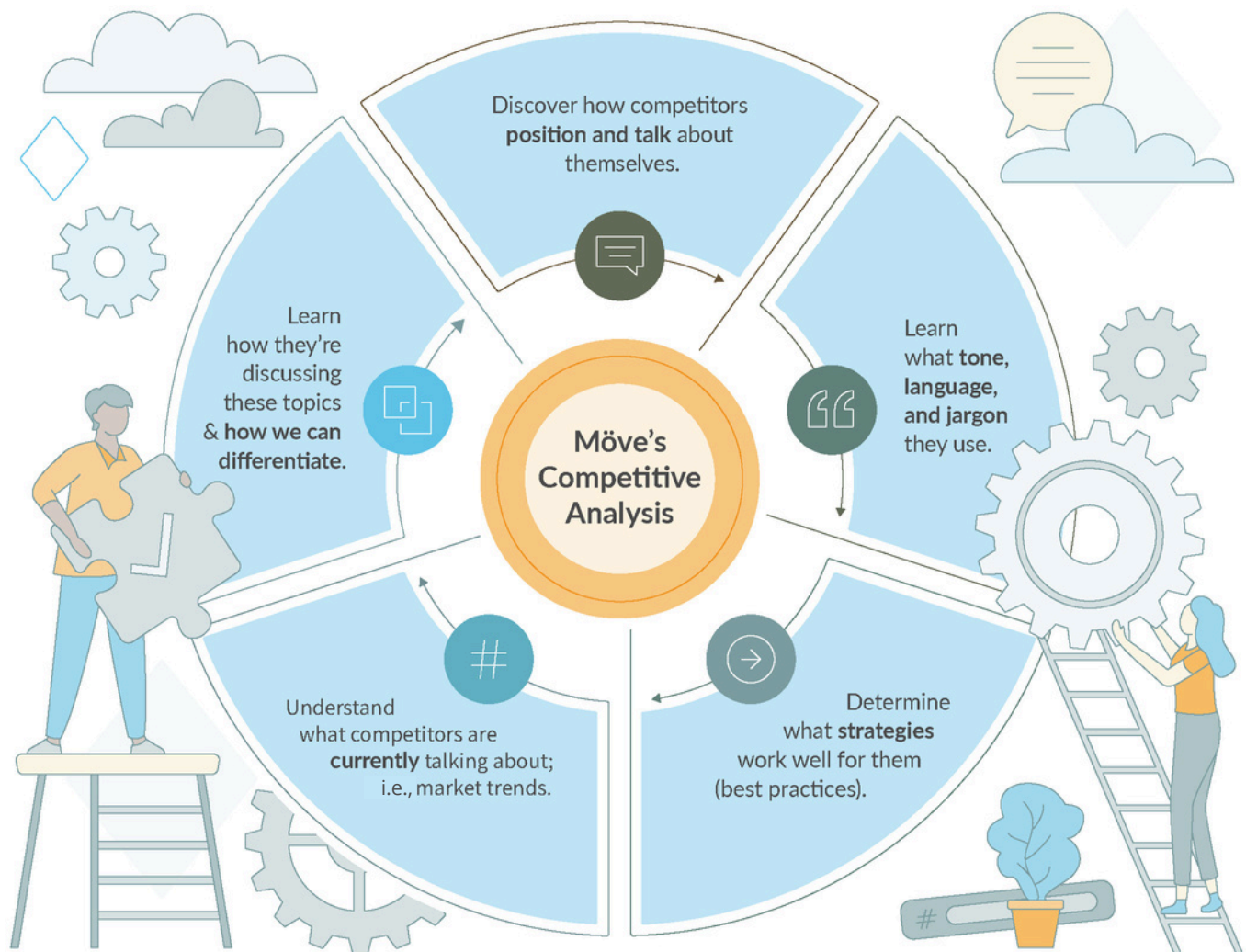| Title (H1s)	Subheadings (H1s, H2s, H3s)	The first paragraph of your content	URL slug	Meta description	Image alt text

Pro Tip: Avoid keyword stuffing—the practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in Google search results. **Keep your keyword density between 0.5-3%.** Check out the keyword density formula to the right for reference!

Number of Times a Keyword is Mentioned

÷

Total Number of Words on Page

×

100

=

Keyword Density as a Percentage

08. Conduct a Competitor Analysis

Knowing your competitors is the first step to outranking them. Before you start creating marketing content, it's important to conduct a competitive analysis to gain a sense of the industry and its key players. Here's how to do it:

Discover how competitors **position and talk** about themselves.

Learn what **tone, language, and jargon** they use.

Learn how they're discussing these topics & **how we can differentiate.**

Möve's Competitive Analysis

Understand what competitors are **currently** talking about; i.e., market trends.

Determine what **strategies** work well for them (best practices).

09. Build Strategic Buyer Personas

Who are your ideal buyers? How do you know what they truly desire? What are they most in need of? How can your product or service solve their biggest pain points? Better yet, what are their pain points? It's important to get into the minds of your customers to build the most effective buyer personas.

Marketing without developing buyer personas is like shooting an arrow blindfolded and hoping it hits the target.

The 5 Steps to Building Effective Buyer Personas

1 Uncover trends in your contacts database

How do your current customers and leads consume content? Leveraging the data from your contact database will help you identify trends that enable you to:

- Group contacts into lists for each service offering and/or product
- Identify characteristics and affinities of each persona
- Determine how various contact segments like to receive and consume content

2 Interview key business stakeholders

To craft meaningful buyer personas, it's important to interview stakeholders to uncover details about each buyer persona from their perspective.

When developing your buyer personas, key questions to ask to get the most beneficial information from stakeholders include (but are not limited to):

- Do we know who our most profitable and loyal customer base is? If so, who are they?
- Does the company plan to step into a new market or vertical within the near future (1-2 years)?
- How will this change our target audience demographics?
- Who was our product or service initially intended for? Has this ideology changed since the company's inception?

3 Align with sales to develop effective buyer personas

Sales and marketing teams must work together to pinpoint the demographics, firmographics, and characteristics of each buyer persona. Sales and marketing alignment enables both teams to work together to develop a clearer picture of exactly who their best-fit customers are. Below are some key questions to ask your sales team:

- What types of buyers do you typically speak with?
- Which types of buyers purchase more than others?
- Why do customers choose this company over competitors?
- What are the most common buyer objections you face?

4 Interview willing customers

You're not marketing or selling to a "persona". You're marketing to an actual person this persona represents.

We recommend asking various questions based on the following categories (examples below—not an extensive list):

- Demographic questions: What's your age and gender?
- Career-focused questions: What's your job title?
- Lifestyle questions: What do you watch on TV?
- Pain point questions: What is your least favorite part of your job?

5 **Document each persona in an easily accessible place**

To ensure you and your team have a point of reference for each buyer persona, it's important to create one to two presentation slides for each buyer persona and compile all slides into one easily navigable deck.

Each buyer persona slide should include the following details:

◆ Buyer background/demographics
◆ Pain points
◆ Job title(s) / role(s) duties
◆ Identifiers / lifestyle
◆ Solutions to their pain points
◆ Key messaging that will resonate with this audience

10. Kickstart Content Curation & Build an Editorial Calendar

Flailing around at the last minute to get a haphazard blog live or to bust out a piece of sales enablement collateral on the fly is not effective content marketing. Not to mention, curating content on a whim is stressful and most likely not very well thought out. Effective content marketing requires two things: a content curation plan and an editorial calendar.

The Content Curation Plan

A solid content curation plan will encompass all blog, collateral, and long form abstracts for the upcoming month, or other specified time period appropriate for your team and your business.

Your content curation plan should be flexible and able to be updated on a continuous basis to drive your content initiatives and fuel your editorial calendar.

The Editorial Calendar

The purpose of an editorial calendar is to keep your team in lock-step and updated on content that is in progress, what's coming up next, and where your initiatives are headed.

Your editorial calendar should be based on your curation plan and reflect the various blogs, collateral, email campaigns, and more that were included in your initial plan.
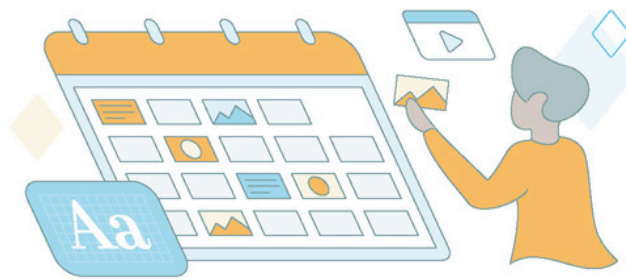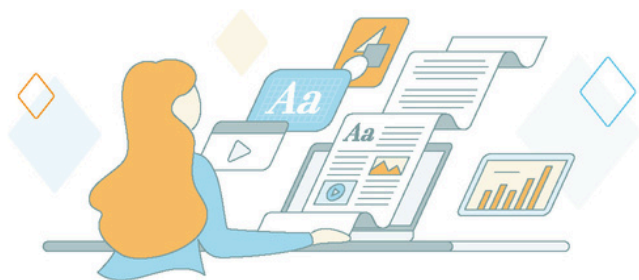
Pro Tip: Curate new content ideas and campaigns tailored to each of your buyer personas to maximize your content's ability to resonate with target audiences.

11. Develop a Content Distribution Strategy

It's essential to align your content strategy with the proper distribution strategy.

Sure, a strong content marketing strategy develops educational and relevant content. But what's also critical is to develop a killer distribution strategy that targets your specific buyer personas and appropriate audiences by identifying the right channels and tactics to reach them.

> *"Content is king, distribution is queen."*
>
> — Jonathan Perelman, VP of Agency Strategy and Industry Development at BuzzFeed

4 steps to Generate an Effective Content Distribution Strategy

1. Identify distribution channels

There are various channels to distribute your content, such as social media, email marketing, paid advertising, guest posting, and even influencer marketing. Identify the channels that are most effective for reaching your target audience. Consider: where do your target buyers hang out online?

2. Create a distribution schedule

Create a schedule for when and how you will distribute your content. This includes the frequency of content creation, the channels you will use, and the types of content you will share on each platform. Pro Tip: Incorporate your distribution schedule into your editorial calendar! This way, once your team begins working on a piece of content, they'll be able to optimize the content for the various channel(s) this content will be distributed.

3. Implement your plan

Once you have developed your content distribution plan, it's time to put it into action. Be consistent with your distribution schedule and track your results. Measure the success of your content and make adjustments to your plan as needed. Are people engaging more with your content on LinkedIn than on Twitter? Is email a better way to reach your audience than SMS? Take these findings and use them to tweak your distribution plan to maximize engagement.

4. Optimize your strategy

Over time, optimize your strategy based on the insights you gather. Analyze your audience's behavior, engagement, and conversion rates. Use this information to improve your content and distribution tactics. You can also update older content and repurpose material from other channels to get more value and longevity from everything you produce.

Pro Tip: Be sure to diversify your content distribution so that you can meet your ideal customers where they are—whether that's on a certain social media channel, via email, or SMS.

Going to Market

So you've got the marketing foundation down, you've got the core strategy set straight—now it's time to go to market. You are currently in the "attic" of the Marketing House.

Go-to-Market Plan

Email nurture campaigns, paid search and paid social advertising, content marketing, social media management, reporting and analysis, etc.

Marketing Strategy

Brand voice, keyword research, competiton analysis, etc.

Buyer persona research and documentation.

Content curation, editorial calendar, distribution strategy.

The Foundation

Martech stack, lead scoring model, distribution channels, lead routing, etc.

Your go-to-market (GTM) strategy and execution are the catalysts for your marketing success. It's vital that you analyze the performance of your marketing efforts and consider promoting your brand via:

- ◆ Tailored email nurture campaigns
- ◆ Paid search and paid social advertisements
- ◆ Precise content marketing
- ◆ Social media management

You are here—in the "attic," where your go-to-market strategy serves as the support structure for your Marketing House. It's your GTM strategy that will keep a roof over your marketing initiatives, sustaining your ability to drive revenue and maximize business growth.
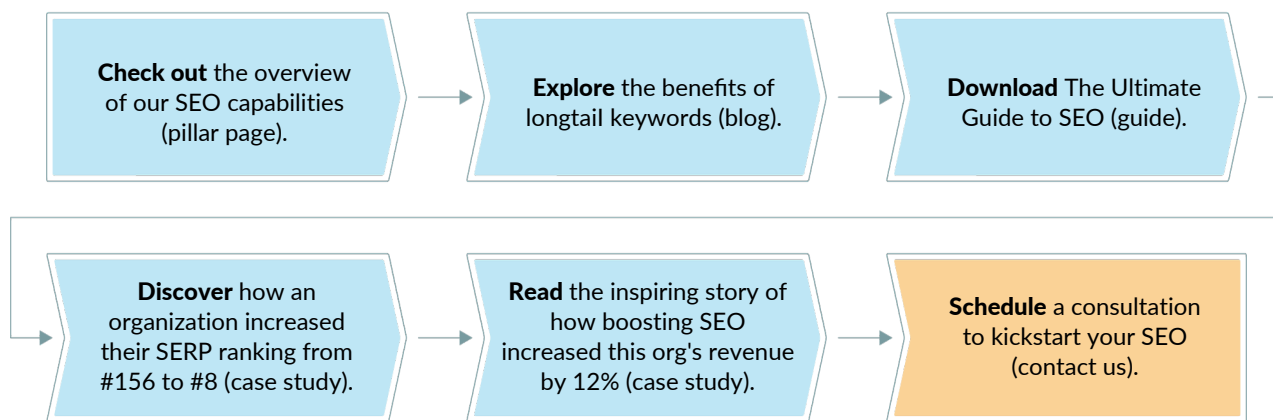
12. Nurture Leads with Thoughtful Email Campaigns

Lead nurture campaigns are automated email sequences that offer up personalized and relevant content to leads that take them through their buying journey.

As the leads engage with your emails and any downloadable content provided inside the emails, they convert into MQLs (which we discussed in step 3 of the section Laying the Foundation).

Email marketing has a whopping 4,200% ROI. That means that email generates $42 for every $1 spent!

Below is an example of a lead nurture campaign targeting marketing leaders interested in improving their organization's SEO.

| **Check out** the overview of our SEO capabilities (pillar page). | → | **Explore** the benefits of longtail keywords (blog). | → | **Download** The Ultimate Guide to SEO (guide). |

| **Discover** how an organization increased their SERP ranking from #156 to #8 (case study). | → | **Read** the inspiring story of how boosting SEO increased this org's revenue by 12% (case study). | → | **Schedule** a consultation to kickstart your SEO (contact us). |

Pro Tip: Automate your email nurture campaigns to send approximately every eight business days. This will help ensure your emails aren't bombarding recipients day after day.

Mini Case Study
How One IT Automation Startup Experienced a 68% Uptick in Monthly MQLs via Lead Nurturing

A SaaS based automation and orchestration platform needed help designing a strong foundation of tailored marketing campaigns across multiple channels. So they reached out to Möve Marketing for help.

Immediately, we aligned their sales initiatives to the goals of our marketing campaigns to effectively juice their pipeline. Through database segmentation, personalized content curation, and lead nurture email campaigns, we made a massive impact after just one quarter, generating:
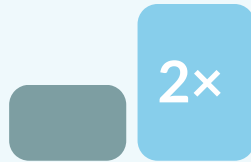
◆ A 68% uptick in monthly MQLs sourced through nurturing campaigns
◆ A 6x increase in SQLs (sales qualified leads) uncovered and accepted through marketing efforts

See the complete case study here.

13. Invest in Paid Search & Paid Social Advertising

Pay-per-click ads generate 2x as much web traffic as SEO alone.

2×

Not only do they boost web traffic, but they can increase brand awareness by up to 80%.

80%

Paid Search Advertising

◆ Great for web searchers who are actively looking for what you're offering
◆ Best for companies seeking to target a wide audience
◆ You can set the budget to suit your goals best
◆ You'll only pay when someone clicks on your ad

Advertising Options (to name a few):

◆ Google Ads
◆ Bing Ads

Paid Social Advertising

◆ Great for social users who are passively taking in content and may be interested in something that catches their eye
◆ Best for companies looking to hyper-personalize their advertisements and target a specific subset of people
◆ The price varies based on your end-goal objective for the campaign

Advertising Options (to name a few):

◆ LinkedIn Ads
◆ Facebook Ads

Both paid search and paid social campaigns help you:

◆ Get more eyes on your brand
◆ Drive traffic to your website
◆ Generate leads most likely to convert

Which ad platform—Google Ads or LinkedIn Ads—is best for your business goals? Find out here.

When is it Time to Hire a Paid Search / Paid Social Expert?

"Having someone in your corner who knows how to leverage paid search and avoid the pitfalls is the biggest factor. Along with the years of experience, you'll get someone who can get your campaigns up and running relatively quickly, while having the observability to troubleshoot and make adjustments as needed."
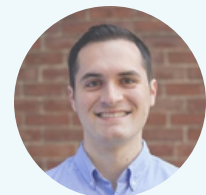
Sam Fiorillo,
Head of Paid Search,
Möve Marketing

Running Google Ads but not sure how they are performing? Get a free Google Ads audit.

14. Create Quality Content

Today, your customers are being bombarded with uninspired marketing content. And they lack the bandwidth and tolerance for it.

To outpace competitors and win in today's over-saturated market, you need a data-driven content marketing strategy that cuts through the noise and:

- ◆ Increases your web traffic
- ◆ Drives visitor-to-lead conversions
- ◆ Nurtures your database to identify marketing qualified leads (MQLs)
- ◆ Provides your sales team with sales qualified leads (SQLs)

55% of today's buyers move on if a piece of content does not pique their interest within the first minute.

55%
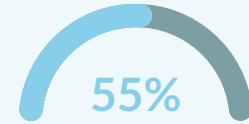
Diversify Your Content to Maximize Engagement

Blogs
Marketers who prioritize blogging are 13x more likely to earn a positive ROI.

eBooks & White Papers
84% of marketers use form submissions to generate leads.

Social Media
Brands with active presence across multiple social channels increase their reach by 4.2x.

Case Studies
73% of B2B buyers are influenced by case studies when making purchasing decisions.

Infographics
Infographics are 30 times more likely to be read than a written article.

Sales Enablement Collateral
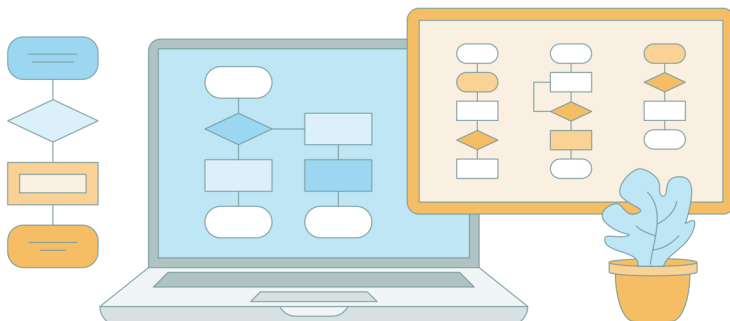Organizations with a sales enablement strategy achieve a 49% more win rate on forecasted deals.

Landing Pages
Organizations see leads increase by 55% when they increase their number of landing pages from 10 to 15.

Email Campaigns
60% of consumers reported that they have made a purchase as a result of a promotional email.

Pro Tip: Use A/B testing throughout your content—subject lines, titles, calls-to- action, etc.—to pinpoint which messaging resonates most with your audience and garners increased engagement.

15. Maximize Your Reach on Social Media

Today's B2B buyers are not only interacting with your website and sales reps, they're mainly engaging with your social media platforms and content. Now more than ever, it's essential for marketers to leverage the power of social media marketing to:

Maximize brand visibility	Garner best-fit leads	Engage buyers

Optimize Your Marketing Strategies for Social Media Algorithms

Social algorithms are a way for social media platforms to organize and present posts to users based on relevancy. And each social media platform has its own algorithm! Below, we've listed tidbits that are must-knows for all startup marketing teams:

Instagram

Instagram's algorithm is all about making connections. Here are some tips to garner engagement:

◆ Create polls in your Instagram stories
◆ Ask your followers to comment on your posts in exchange for a giveaway entry
◆ Respond to any and all follower engagement
◆ Create Reels, as posts with video receive 10 times more engagement.

YouTube

YouTube's social media algorithm is cutthroat—videos need to be quick, cunning, and sometimes controversial if you want to rack up views. To ensure your video gets maximum exposure upon publication:

◆ Send push notifications, SMS, and emails to intended audiences
◆ Share your YouTube video on other social platforms to increase exposure

LinkedIn

LinkedIn's algorithm favors posts that have garnered engagement within the first 4 hours of it being posted. That being said, we recommend:

◆ Encouraging your employees to share company content on their personal (yet professional) LinkedIn accounts
◆ Leveraging relevant hashtags to get your content to pop up in people's feeds who follow them
◆ Post your content in applicable groups of people that fit your buyer personas and have an interest in your solution

Facebook

Facebook's algorithm is designed to keep users on the site longer by prioritizing long form content like videos. Here's what we recommend you do to optimize for Facebook's algorithm:

◆ Create long-form videos that capture your target audience's attention and keep them engaged
◆ Attract new followers by engaging with other brand accounts and posting content in relevant
◆ Facebook groups
◆ Develop and share authentic content with clear and truthful headlines (no clickbait!)

X

Here's what we currently know about Twitter's algorithm. It ranks content based on:

◆ User interactions
◆ Location
◆ Recent posts

To optimize your social media content for Twitter's algorithm, we recommend:

◆ Becoming verified by submitting an application to boost your account credibility
◆ Strategically using hashtags that have a lot of visibility (but don't overdo it—use two hashtags at most per Tweet)
◆ Increasing engagement by posting polls, joining in on worldwide trends, and encouraging retweets

The Dos and Don'ts of Organic Social Media Marketing

Do...

◆ Analyze and track metrics to measure post engagement
◆ Keep your brand consistent across all of your social media marketing
◆ Create a social media schedule to plan your posts and align them to your overall marketing strategy

Don't...

◆ Use every existing social media platform (only use the platforms your target audiences use!)
◆ Ignore comments, DMs, and other interactions
◆ Assume each social media algorithm is the same (each platform has its own)

16. Hire a Graphic Designer or Leverage a Design Tool

A way-ahead-of-its-time psychology study in 2004 determined that poor designs on a website are over 15x more likely to divert site visitors than poor content.

Even today, utilizing clear and easily consumable graphics enables brands to:

◆ Communicate a message effectively
◆ Tell a story with visuals
◆ Engage audiences with attention-grabbing images

4 out of 5 small business and startup founders believe design is important to success.

Top Online Design Tools & Outsourced Teams to Create Eye-Catching Graphics

Online Design Tools

| Canva | Figma | Sketch |

Outsourced Graphic Design Teams

| 99designs | Design Pickle | An Agency |

17. Analyze Marketing Performance Continuously

The most critical component of your marketing strategy is the data that drives it. Yet... 87% of marketers say data is their most under-utilized asset.

The Top 5 Marketing KPIs
B2B Marketers Should Focus on to Measure Success

1 Determining the ROI of Your Tech Stack

Formula

$$\frac{(\text{Marketing Influenced Annual Revenue} - \text{Cost of Tech Stack})}{\text{Cost of Tech Stack}} \times 100 = \text{ROI}$$

Example

$$\frac{(\$100{,}000 - \$12{,}000)}{\$12{,}000} \times 100 = 733\%$$

2 Determining Your Customer Acquisition Cost

Formula

$$\frac{\text{Marketing Cost}}{\text{Number of New Customers}} = \text{CAC}$$

Example

$$\frac{\$5000}{100} = \$50$$

3 Determining Your Customer Lifetime Value

Formula

$$\text{The Annual Revenue from the Customer} \times \text{Number of Years} - \text{CAC} = \text{CLV}$$

Example

$$\$200{,}000 \times 3 - \$100 = \$599{,}900$$

4 Determining Your Traffic- to-Lead Ratio

Formula

$$\frac{\text{Number of Website Visits}}{\text{Number of Leads}} = \text{Traffic-to-Lead Ratio}$$

Example

$$\frac{1{,}000}{100} = 10$$

5 Determining Your Lead- to- Close Conversion Ratio

Formula

$$\frac{\text{Marketing Influenced Closed Won Deals}}{\text{Cost of Tech Stack}} \times 100 = \text{Lead-to-Close Conversion Ratio}$$

Example

$$\frac{80}{500} \times 100 = 16\%$$

Tracking these KPIs month over month, quarter over quarter, and year over year is an essential step in:

◆ Monitoring your marketing performance
◆ Identifying areas of improvement throughout your marketing strategy
◆ Tracking which initiatives are generating the best results and which are not

Pro Tip: Using behavioral data for targeted ads and personalized content can increase conversion rates by 10%.
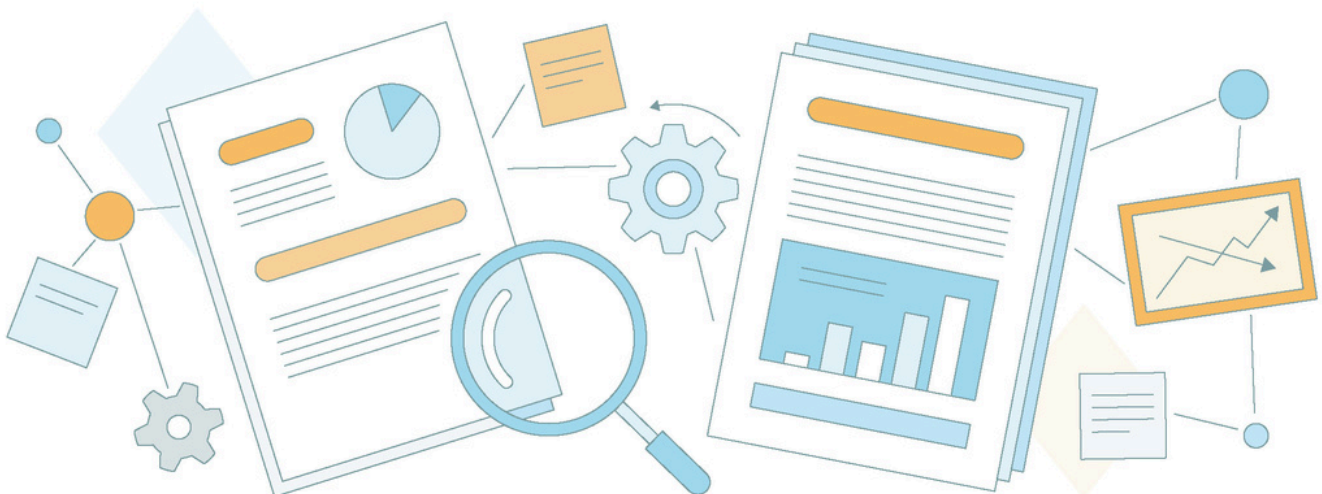
Final Thoughts

Phew! We covered a lot, didn't we? Marketing, especially for startups with a growth mindset, requires the tenacity and willingness to experiment and iterate quickly on marketing initiatives. Having a great product or service is just one piece of the puzzle. The ability to communicate your brand's value proposition to potential customers is a vital piece of effective marketing.

Is your in-house team equipped with the skills and tools to drive this quick-paced marketing engine?

No need to worry if not. Hiring an outsourced marketing team will enable you to hit the ground running, opening up the marketing door to a full team of industry experts who already have a:

◆ Proven process they follow
◆ Track record of excellent client results
◆ Team that works together quickly and efficiently

Working with a marketing agency is your best option if you...

◆ Are a startup or small business with a tight budget
◆ Want to avoid the onboarding and hiring headaches
◆ Are strapped for time and want a team ready to go
◆ Want your marketing immediately in the hands of experts
◆ Need to save money to allocate to other important areas
◆ Want to take a hybrid approach and outsource various aspects of your marketing (i.e., content creation, HubSpot excellence, paid search advertising, etc.)

On the hunt for a growth-minded marketing agency that will serve as an extension of your marketing department?

Talk to us! The Möve Marketing team is ready to help you crush your marketing goals.

Start Your Marketing Engine

About Möve Marketing

We deliver on our promise to accelerate growth for start-ups. With acute inbound marketing expertise, our team builds and fuels your marketing engine for maximized growth. As our clients grow, we grow. At the heart of what we do, we bring authenticity, transparency, collaboration, and leadership to every project. We remain flexible and keep speed top-of-mind so we're consistently delivering results. For more information, please visit move-mktg.com.