

Entrepreneurial Marketing

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- The Meaning of Entrepreneurial Marketing for Start-Ups
- Concepts of Entrepreneurial Marketing Strategies
- Case Studie: Nantucket Nectars



Entrepreneurial Marketing :

THE MEANING OF ENTREPRENEURIAL MARKETING FOR START-UPS



- Marketing is of crucial importance for the success or failure of an enterprise, as its success is ultimately decided in the market, competing for the target customers.
- The degree of market orientation of an enterprise may well impact its overall business performance, both in the context of young and small enterprises and in the process of launching new products.
- Venture capitalists will look at:
 - How the enterprise plans to enter the market
 - Which target groups will be addressed
 - How the firm's product or service offers will be communicated and distributed to potential customers.

- Marketing activities of small companies with limited access to resources:
 - Creativity and simplicity (for example Guerilla Marketing)
- Entrepreneurial Marketing is difficult to calculate and is rather based on the entrepreneur's visionary and creative marketing ideas
- Entrepreneurial Marketing is driven by entrepreneurial opportunities:
 - *"the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation" (Morris et al. 2002)*



Characteristics of Entrepreneurial Marketing

- Pro-activeness
- Calculated risk-taking
- Innovativeness
- Opportunity focus
- Resource leveraging
- Customer intensity
- Value creation

Quelle: Morris et al. (2002)

Functions of Marketing



- Build up customer trust
- Create customer preferences
- Create sustainable competitive advantages

*Ensure the
company's survival*

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Marketing Challenges

- Challenges for a young company 's marketing:
 - Newness of the company
 - Newness of the products and services
 - Low level of familiarity, zero brand awareness
 - Scarcity of resources

- Application of innovative marketing methods
- Authentic and entertaining promotion activities
- Affordable activities
- Creative use of available resources
- Creative use of networks



Customer attention



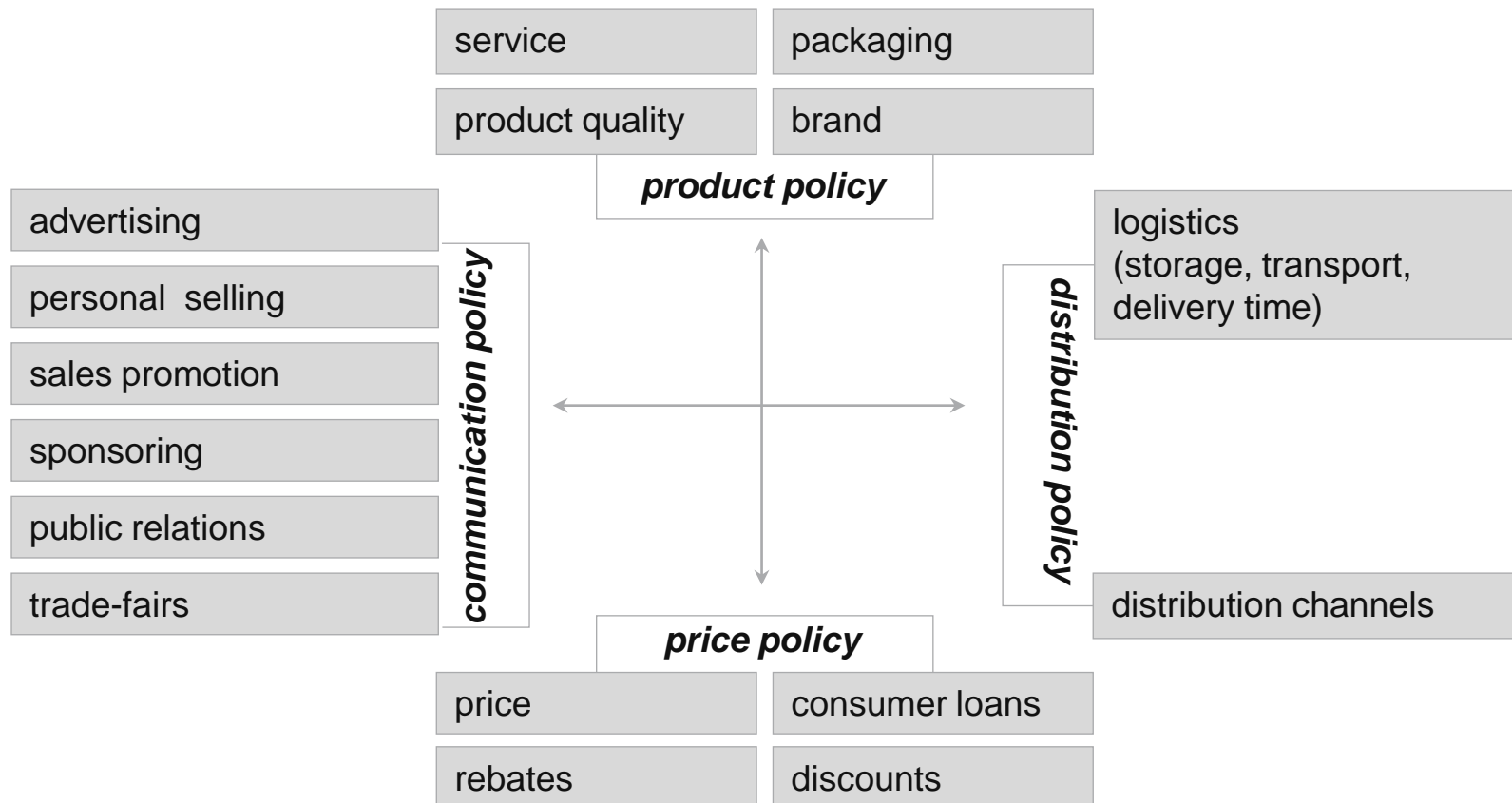
Traditional Marketing :

MARKETING STRATEGIES

The 4 Ps of Marketing



Marketing-Instruments





6 Ps in Marketing

Product - What should or shouldn't you offer? What is your real product?

People - Who uses your product? What do they care about?

Price - Can people afford your product or service? How do they value it?

Place - How do people get to your product? Where is it distributed? How is it delivered?

Production - Can you do what you promise? Can you meet demand? Is your production flexible enough to meet changing needs?

Promotion - How do you let people know what you have? How well does your promotion work?



Entrepreneurial Marketing :

CONCEPTS OF ENTREPRENEURIAL MARKETING STRATEGIES - THE CONCEPT OF GUERRILLA MARKETING



Entrepreneurial Marketing :

THE CONCEPT OF GUERILLA MARKETING

The Concept of Guerilla Marketing

- Also called Low Budget Marketing
- Basic aim: Maximum attention of the target group
 - in spite of a low budget
 - through inventive and fancy ideas
- Execution of Guerilla-Marketing
 - by surprise
 - efficiently
 - in a rebellious and unorthodox manner
 - spectacular



Examples of Guerilla Marketing Strategies

- Word-of-mouth advertising
- Addressing consumers in their everyday work situation, for example via E-Mail
- Sticker and poster campaigns with electrostatic, self-adhesive materials
- „Forehead“-campaigns
- Bluejacking: Sending personal messages via Bluetooth
- Advertisements on cars
- T-Shirts
- Covered advertising
- Advertisements on sales receipts
- Streetbranding: Applications in dirty streets or on walls
- Projection of images, texts or videos in public areas via beamer or laser



What is Guerilla Marketing

- Jay Levinson explains Guerilla Marketing:
 - <http://www.youtube.com/watch?v=idGj0FMZHN8>
- Alternatively: The way of Guerilla Marketing
 - <http://www.youtube.com/watch?v=RNLAMk6WAcc&feature=related>
- [http://www.youtube.com/watch?v= JcuDxT88_Y](http://www.youtube.com/watch?v=JcuDxT88_Y)

Examples of Guerilla Marketing



Coca-Cola:

http://www.youtube.com/watch?v=lqT_dPApj9U

Different Companies:

<http://www.youtube.com/watch?v=5D52OB84Gw&feature=related>

VOLVO:

<http://www.youtube.com/watch?v=L5M4n2qX4yo>



Boundaries of Guerilla Marketing

- Actions are limited in time
- Infringing conventional standards can be counter-productive.
- Aggressive and shocking Guerilla Marketing could act against the moral sentiment of a community
- The boundaries are blurred here.



Secrets According to JayC. Levinson

1. You must have commitment to your marketing program.
2. Think of that program as an investment.
3. See to it that your program is consistent.
4. Make your prospects confident in your firm.
5. You must be patient in order to keep a commitment.
6. You must see that marketing is an assortment of weapons.
7. You must know that profits come subsequent to the sale.
8. You must aim to run your firm in a way that makes it convenient for your customers.
9. Put an element of amazement in your marketing.
10. Use measurement to judge the effectiveness of your weapons.
11. Establish a situation of involvement between you and your customers.
12. Learn to become dependent upon other businesses and they upon you.
13. You must be skilled with the armament of guerrillas, which means technology.



Entrepreneurial Marketing :

THE AMBUSH MARKETING CONCEPT



The Concept of Ambush Marketing

- Also called Freeride-Marketing
- A company uses an event which is sponsored by another company to cause positive effects on their branding without the permission of the sponsoring company
- Both companies are competitors
- Ambush Marketing mostly takes place at big sport events like the FIFA Football Worldcup or the Olympic Games.



Examples of Ambush Marketing

- K-Swiss at the Paris Open :
- <http://www.youtube.com/watch?v=n9g2ZF4a1j4>

Instruments of protection against Ambush-Marketing



- Possibilities arise from:
 - Domiciliary Rights of the sponsor
 - Copyright and related rights
 - Competition Law



Entrepreneurial Marketing : **VIRAL MARKETING**



The Concept of Viral Marketing

- Viral Marketing uses social networks like Facebook etc. to gain brand awareness.
- Information about the product passes virally from human to human
- A low-cost marketing method which is very efficient



Examples of Viral Marketing

Hotmail

When Hotmail launched, much of its early success was due to the virality of the signline that it attached to every outgoing email inviting the recipient to join. This is one of the earliest examples of viral marketing on the internet.