McCombs
Knowledge To Go

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Startup Marketing on a Shoestring: Build, Borrow, & Deal

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VP of Marketing, realmassive
My "ROADMAP"

- BBA | Sales | Sales | Customer Marketing | MBA | Product Mktg | Audience Mktg | Digital Mktg

- '01 | '02 | '03 | '04 | '05 | '06 | '07 | '08 | '09 | '10 | '11 | '12 | '13 | '14 | '15

- Kelley School of Business
- General Mills
- Hillshire Brands
- Microsoft
- RealMassive
- SaraLee
- W2O Group
- Texas MBA
- Disney
- Intel

- Mike Westgate
- McCombs '09

- Map showing a progression of states from Ohio to Texas, with a heart symbol on Texas.
Focused marketing operations are essential for organizations of any size, but particularly critical when budget and resources are limited. Today I’ll share a few “hacks” which have helped us accelerate our efforts.

- Value Prop Definition
- Aligning Resources
- Reach Your Customer via...
  - Search
  - Cause
  - Participation
Value Prop Development

“The Chorus”
Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

Every idea starts with a problem. Ours was simple: glasses are too expensive. We were students when one of us lost his glasses on a backpacking trip. The cost of replacing them was so high that he spent the first semester of grad school without them, squinting and complaining. (We don’t recommend this.) The rest of us had similar experiences, and we were amazed at how hard it was to find a pair of great frames that didn’t leave our wallets bare. Where were the options?

It turns out there was a simple explanation. The eyewear industry is dominated by a single company that has been able to keep prices artificially high while reaping huge profits from consumers who have no other options. We started Warby Parker to create an alternative.

By circumventing traditional channels, designing glasses in-house, and engaging with customers directly, we’re able to provide higher-quality, better-looking prescription eyewear at a fraction of the going price. We believe that buying glasses should be easy and fun. It should leave you happy and good-looking, with money in your pocket.

We also believe that everyone has the right to see.

Almost one billion people worldwide lack access to glasses, which means that 15% of the world’s population cannot effectively learn or work. To help address this problem, Warby Parker partners with non-profits like VisionSpring to ensure that for every pair of glasses sold, a pair is distributed to someone in need.

There’s nothing complicated about it. Good eyewear, good outcome.
Breakaway Branding:

“By presenting us with an alternative frame of reference, these brands encourage us to let go of the consumption posture we’re inclined to bring to a product and embrace entirely new terms of engagement instead.” – Youngme Moon from Different

Open & Distributed Data Marketplace: Via unique partnerships, search experience optimization, and innovative syndication tools, we more efficiently connect prospective tenants with spaces, thus better informing the market and shortening deal cycles.
Our Marketplace

Targeting → Demand-Gen → Leads Delivery → Relationship
A balanced, branded footprint supports SEO, provides greater and more frequent opportunities for awareness and engagement, and provides network effects for info sharing.
Division of Labor

“Pick a Major”
The Marketer’s Dilemma
Expand industry awareness of our innovative business model and compelling value prop to accelerate adoption

<table>
<thead>
<tr>
<th>Activities</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>PR/Earned Media, Thought Leadership, Social Media Mgmt, Partnerships</td>
<td>Brand/Product Awareness, Investor/Media Relations</td>
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<tr>
<td>Creative/messaging framework, integrated planning, collateral</td>
<td>Awareness, Leads, Community Building</td>
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<tr>
<td>Collateral creation, sponsorships, product launches, testimonials, messaging/value prop</td>
<td>Content, Leads, Conversions</td>
</tr>
<tr>
<td>SEO, marketing automation, web dev</td>
<td>Traffic, Behavioral Metrics, Nurture/Upsell</td>
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Reach Your Customer: SEO
“All About the Backlinks”
Social Graph Theory

A methodical approach to content production and syndication will yield:

• Network effects for branded reach
• A multiplier on search index points
• Interest, trust, and visibility with clients, partners, and investors
• Word of “mouth” referrals
Simple SEO Hacks for Your Website

- Mimic Google’s URL structure: Home/Biz-Unit/Product-Group/Product
- Connect social icons and sharing options, customize sharing text
- Claim business pages, local listings, and 3P profiles – always link back
- Metadata:
  - **Title Tag** - according to Moz, follow this format: *Primary Keywords | Brand Name* (ex: “Commercial Real Estate Listings | RealMassive”)
  - **Description** – according to Moz, this should be your page’s advertisement, in preview/paragraph format 150-160 characters (ex: “First ever source of REAL-TIME commercial real estate listings! Don't chase stale leads and work with outdated data. Browse office space, retail locations, land and more at the click of a button.”)
  - **Image Alt Tags** - Alt tags tell the search engine and users who cannot view images (for whatever reason) what the picture or video contains. In other words, make your image alt tags a 5 to 10 word description of the image.
- Develop a measurement scheme (Moz) and watch your competitors!
Reach Your Customer via Cause
“Just Cause”
Cause-Worthy

- Modern commerce is a social experience and therefore must stand for something bigger than the transaction
- Gap & MMF aligned their brands to relevant major social issues (gender equality and water scarcity)
- These campaigns build brand equity by slipstreaming into saturated newsflows, and help participants build goodwill references into their digital profiles

47% of consumers under 24 years old are more likely to support a brand after seeing an equality-themed ad.

(Google Consumer Survey, August ‘14)
Reach Your Customer thru Participation

“Never Discount Vanity”
Everyone is a pedestrian journalist and therefore a potential advocate

Spotify celebrated the hipster in us all and gave us a reason to promote their platform

Warby Parker appeals to the selfie-generation with Warby.me
Crowdsourced Awareness

- Beck’s campaign engendered participation, advocacy, and demand-planning
- Released album sheet music online, invited crowd participation (freemium)
- Invited top artists to provide their interpretation of the LP, released as an official Beck collaborative album
Focused marketing operations are essential for organizations of any size, but particularly critical when budget and resources are limited. Today I’ll share a few “hacks” which have helped us accelerate our efforts.

- Know Your Target(s)
- Focus Your Activities (start with what you “own”)
- Build, Borrow, & Deal (before you buy)
THANK YOU!

Questions??

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