



STARTUP MARKETING BLUEPRINT

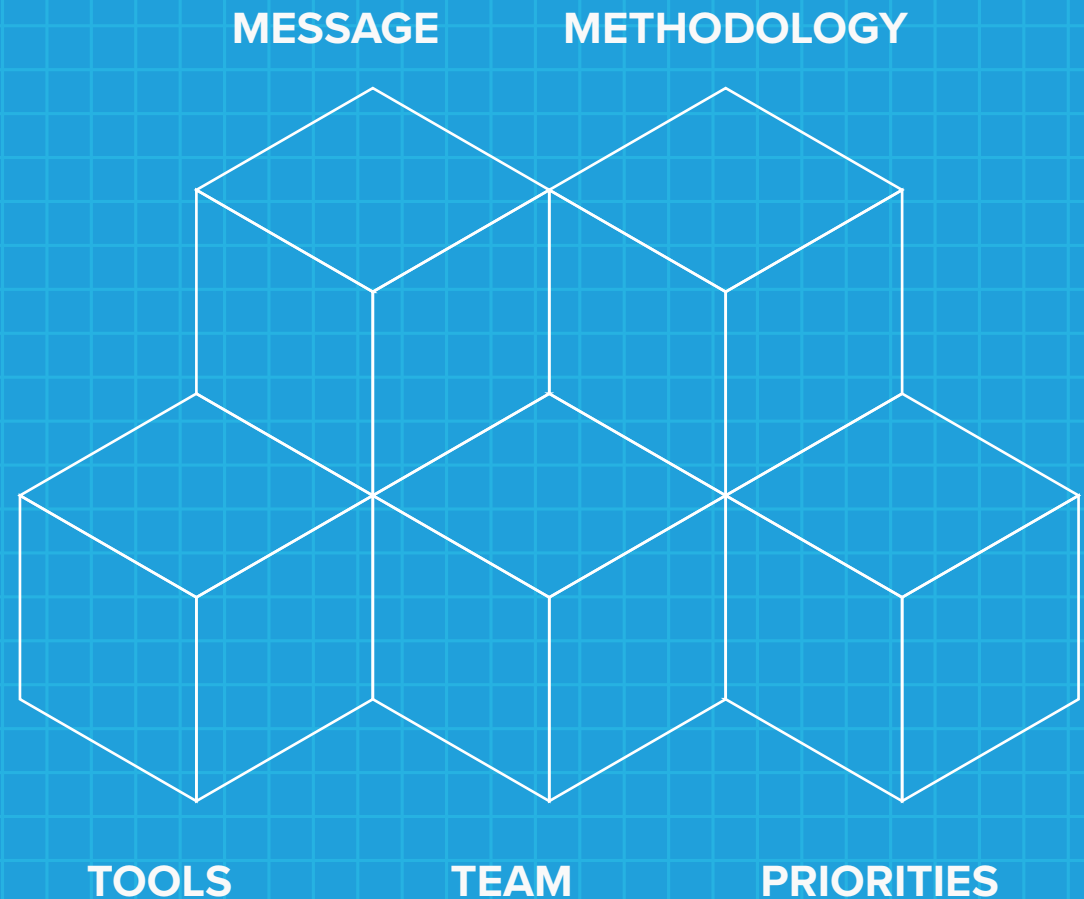
HOW TO BUILD YOUR MARKETING PLAN

Building your startup marketing plan?
We're here to help. Every marketing plan -- no matter how small or large your company is -- should start with these essential parts:

1. The right message
2. The right methodology
3. The right tools
4. The right team
5. The right priorities

But we're not just going to tell you what the high-level blueprint should look like. Instead, we put together a kit full of resources for every part of the blueprint.

Start with this guide to learn about the five essential parts of the startup marketing blueprint, then move to each sub-folder of the kit to focus more on each part.



MESSAGE

The first stage of planning your marketing strategy is understanding your brand message and target audience.

The message folder contains two parts. First, pinpoint your brand identity with the branding checklist.

Then, create your buyer persona with the in-depth buyer persona guide and template.

Use these resources to nail down what the message of your brand is. Having a message that guides your strategy goes a long way towards creating clear marketing materials and defining what your company does for its customers.

There are lots of different marketing tactics out there. Some are customer-centric, and others are not. Don't be a black-hat marketer. Instead, learn the methodology that will help you market to your potential customers in a helpful way.

Inbound marketing is an approach focused on attracting customers through content and interactions that are relevant and helpful — not interruptive. With inbound marketing, potential customers find you through channels they already use and love, like blogs, search engines, and social media.

At HubSpot, we've learned first hand that the Inbound Methodology really does work for both the company and the buyer. Not so sure what inbound marketing is yet or how it works? Check out the first class in our HubSpot Academy Inbound Certification in the methodology section of this kit to learn all about it.

METHODOLOGY

TOOLS

Marketers wear many hats, and no marketer can excel without the right tools to help them create demand and reach the right people.

In the tools section of this kit, we put together a toolkit guide that will introduce you to all of the tools you need to know about as a startup marketer.

The guide covers tools to help you create content, generate brand awareness, help your sales team, and so much more. We cover 58+ tools in the guide, so don't forget to check it out.

You may be a one-person marketing team right now, but if your startup plans to grow, your team will too.

Behind every great marketing strategy is the right team of professionals to implement it. But it isn't always easy to hire and train the right team for growth.

In the “team” section of this kit, we included two resources to help you find the right people to grow your business.

First, we gave you our guide on how to Hire and Train All-Star Marketers. Next, we gave you a resource for scaling your inbound marketing team as your organization grows.

TEAM

PRIORITIES

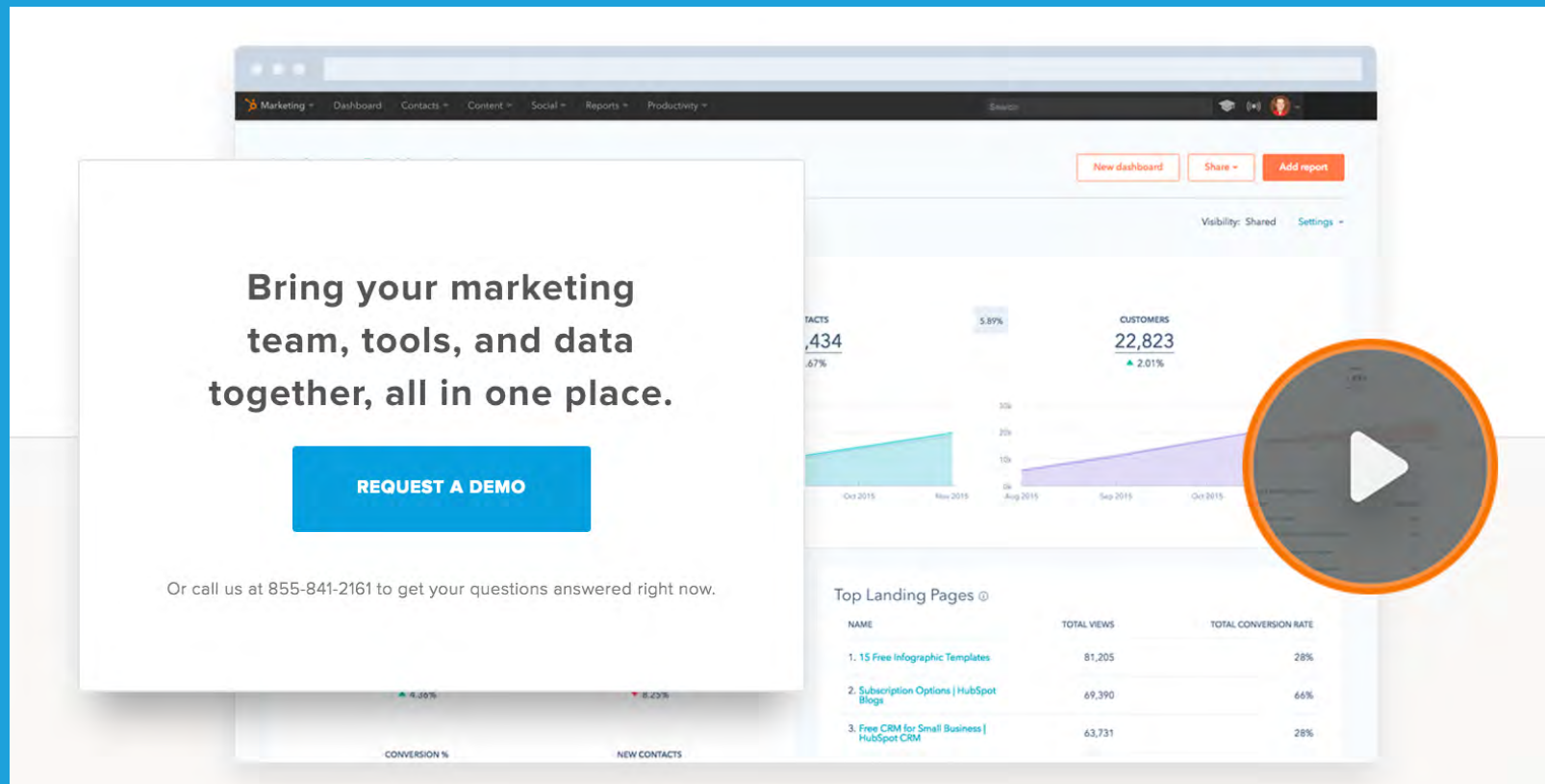
Most of this kit provides you with the tools and frameworks you need to build your ideal marketing strategy, but it's not always possible to do everything at once. What do you work on first and how do you budget for your strategy?

The priorities section of the kit provides you with a goal-setting template and a whole host of budgeting templates to help you prioritize which efforts to work on and budget for first.

First, set actionable and attainable SMART goals with our marketing goals template.

Then, plan your budget for content marketing, event planning, and more with our 8 budget templates included as well.

Looking for something that brings all of your marketing and tools together?



Bring your marketing team, tools, and data together, all in one place.

[REQUEST A DEMO](#)

Or call us at 855-841-2161 to get your questions answered right now.

The background image shows a HubSpot dashboard with the following data:

- FACTS: 434 (67%)
- CUSTOMERS: 22,823 (2.01%)
- CONVERSION %: 4.00%
- NEW CONTACTS: 11.23%
- Top Landing Pages:

NAME	TOTAL VIEWS	TOTAL CONVERSION RATE
1. 15 Free Infographic Templates	81,205	28%
2. Subscription Options HubSpot Blogs	69,390	66%
3. Free CRM for Small Business HubSpot CRM	63,731	28%

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