



## the ingredients

## what it is

## why it is important

## when it is effective

## suggested steps

## Segmentation

Segmentation is about defining the segment in which you will find the customers whose needs and preferences your startup will satisfy. The more specifically you will understand that segment, the easier it will be to target them and hit your marks.

- Once you know exactly who you are targeting, you will be able to tailor your products exactly to their needs.
- You need these insights for ingredient 2: positioning.
- The insights will also help you to reach your customers with effective marketing.

- When you have a crisp understanding of your customers' motivations (in management terms also called 'jobs to be done', from now on called jobs). Which functional or emotional 'jobs' can your product do for them?
- When you find characteristics that help you to reach your targeted customers, such as their interests, hobbies and where they go (online/offline).

1

Define the segment you choose to serve as best you can. To make sure you're on the right track, then start to explore and specify

2

To do this, interview some of your initial customers about their 'jobs' (tips A)

3

Interpret the interview answers (tips B)

## Positioning

Positioning is where you define why you do what you do. It functions as the foundation of all your next decisions. A good positioning brings consistency and it sparks both your customers and you as founders to keep the energy flowing. It is the core of the company.

- It will help you to stand out from competition.
- It will help you to strongly communicate the value your brand can deliver to your customers.
- It will offer your startup direction in all future decisions so you won't lose track.

- When you know for sure that the 'job' you chose as the basis for your positioning is real and important to your potential customers.
- When the chosen 'job' attracts customers (in terms of traction & conversions (see tips C)).
- When this one particular 'job' is crystal clear and not open for interpretation.
- When it is also exciting and inspiring for you as founders.

1

Your segmentation interviews gave you insights in your customers' 'jobs'. Choose around 3 that seem most promising for your startup

2

To test which 'job' works best for your positioning, run ad tests on the (social) media of your choice for each of these 1 to 3 to establish which 'job' drives most traction (tips C)

3

Do an email campaign test among the people that reacted to your social media ads, to establish which 'job' drives most conversions (tips D)

4

Express the 'job' chosen using wording like: 'we want people to ... by ...' and pin it above your bed!

## Core message

This is the basis of all your company messaging. It is a sentence or a short piece of text that interlinks your product/service to your positioning. Taglines are the creative translation of core messages.

- It will help you to effectively communicate the value your brand will deliver to your customers.

- When it expresses your positioning crystal clear.
- When it sparks your target customers and gets them on your side.

Brainstorm and decide on a message that hits all marks (tips E)

## Branding

This is the look and feel of your startup. Super important as people tend to form their opinions about a company even before they know what it is about, simply on the basis of what they see: the visual brand identity.

- It will make your positioning eye-catching.
- An attractive branding style can make people excited and loyal to your brand.
- It will help you to interact with your customers like you were a person to create a feeling around your brand.
- Effective branding will make your startup stand out from competitors.

- When it clearly expresses the positioning.
- When you have evidence that people are attracted to this style.
- The emotional attributes should be clearly expressed and not create confusion.

1

Assess the branding of your competitors (tips F).

2

Make a branding positioning matrix to get a clear picture of how your branding could stand out from competition. Using personality traits will help you make the difference (tips G)

3

Use these personality traits to create 1-3 different visual styles and test these using a survey (tips H)

## Channels &amp; content

This is how you reach people and win them for you. Channels are the media to get in touch with them. Content is what you show and tell your customers of choice. Together, they form the basis of your communication, marketing and promotion.

- If people don't see your brand on the channels they visit, they cannot become customers. And if the content is not engaging or exciting for them, they will not be attracted.

- When, after testing, you finetune which channels work best for you and you have gained some experience in what content works well. Because this ingredient is too broad to 'improve' fully in one test. Your content should be used regularly and evolve with your brand over time.

1

Create several contents to test on various channels (tips I)

2

Test these contents on relevant (social) media (tips J)

3

Run promotions on the channel or combination of channels that works best for you, for instance Instagram ads (tips K)