



7 lessons for ~~non~~-marketers

Andrey Skripkin



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Marketing executive with 18+ years of experience in B2C, B2B businesses. Led \$150M marketing efforts for top10 advertised on a market, as well as marketing for 0 to 1 startups.

Russia, Ukraine, Kazakhstan, USA and Global.

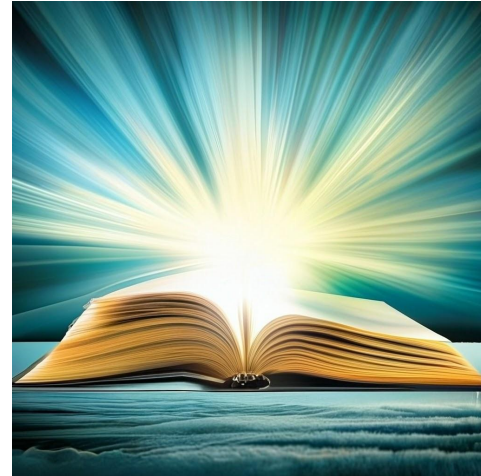


What is marketing?

Marketing is a complex discipline that includes:

- Analysis of the niche and competitors
- Forecasting consumer demand
- Analysis of the audience and its needs
- Communication with the target audience

A professional marketer must understand how to turn the needs of people (B2C) or organizations (B2B) into consumer demand for services and goods.



Lesson 1: Create a solution with immense value

- Create a product or service that has immense value to your customers.
- Solve a real problem for them or making their lives better in some way.
- Talk to your customers: conduct surveys, interviews, and focus groups to get their feedback.
- Once you know what they want, start to design and develop a product or service that meets those needs.



May 17 (Reuters) - With Elon Musk outlining plans for Tesla Inc ([TSLA.O](#)) to use traditional advertising for the first time, viewers might see the electric-vehicle maker's Model Y crossover or upcoming Cybertruck pickup - maybe even the billionaire CEO himself - on TV or online.

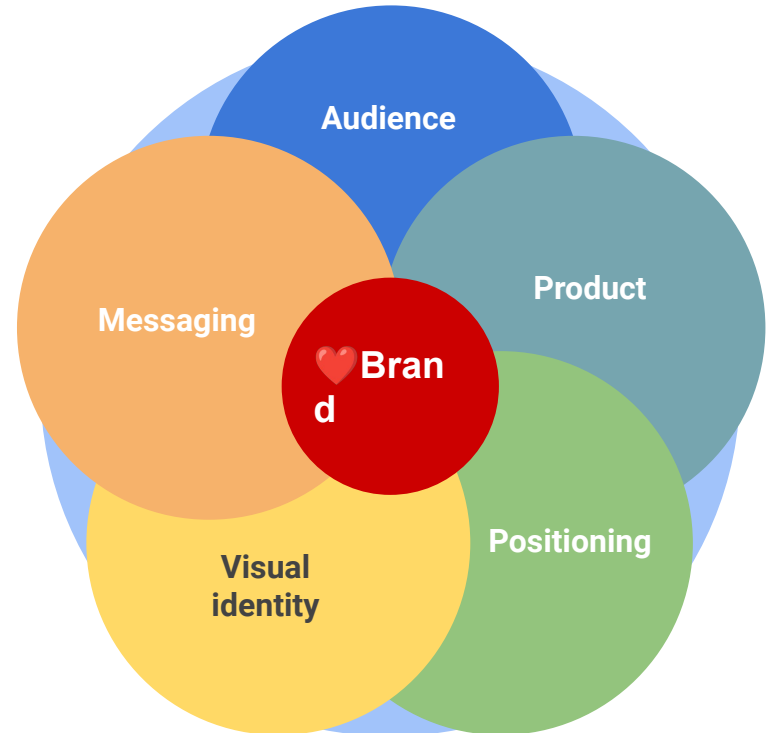
Lesson 2: Know your audience. Be targeted. Be relevant.

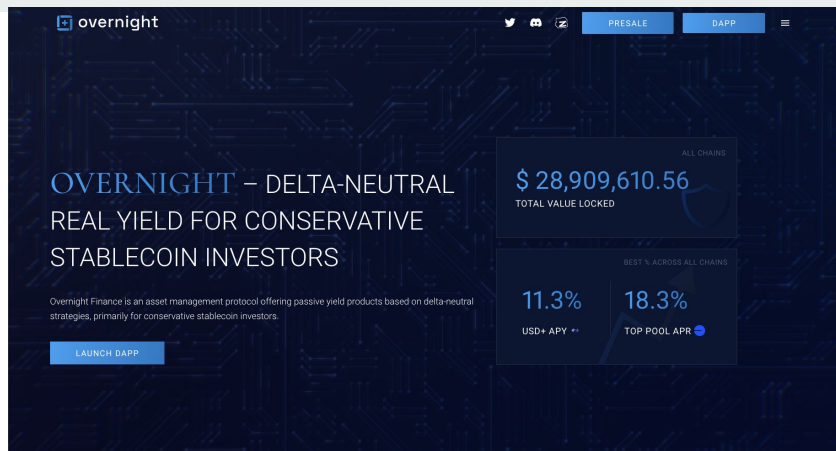
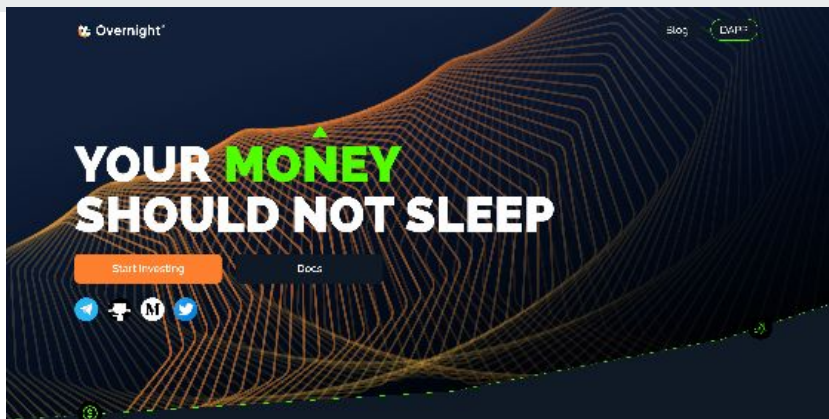


Lesson 3. Build a brand

A strong brand is more than just a logo and a tagline. It's the sum total of all the experiences that customers have with your company. A strong brand can help you to:

- Focus on the right people
- Gain credibility
- Attract and retain top talent
- Generate more leads and sales
- Build customer loyalty
- Charge premium prices





USD+ IS AN YIELD-GENERATING STABLECOIN

USD+ is pegged to instantly redeemable in USDC. It is 100% backed by low-risk, highly liquid, yield-generating DeFi assets.




USD+ airdrops yield to your wallet daily, no staking required.

USD+ is your 'go-to' stablecoin, the stablecoin you go to when you are not invested nor yield-farming.

One buys and holds USD+ in order to receive yield on its temporarily available [stablecoin] cash without exposing to risk nor sacrificing liquidity.



OVERNIGHT'S PRODUCTS

<p>LOW RISK/RETURN</p> <p>STABLECOIN MONEY MARKET (USD+)</p> <p>Highly liquid: 1:1 peg to USDC, instantly mintable and redeemable in USDC</p> <p>100% collateralized: with delta-neutral and other stablecoin strategies based on the best protocols</p> <p>Insured: any daily loss to be compensated out of insurance fund (not more than 100% of the insurance fund)</p> <p>SWAP USD+ ></p> <p>APY ② 5-15%</p> 	<p>MEDIUM RISK/RETURN</p> <p>EXCHANGE-TRADED STRATEGIES (ETS)</p> <p>Delta-neutral: crypto-to-stable LP positions with hedge against crypto price fluctuations</p> <p>Real yield: most ETSes based on protocols generating yield without rewards, e.g. Uni V3 and Aave</p> <p>Highly liquid: 1:1 peg to USDC, instantly mintable and redeemable in USDC with a fee</p> <p>About ETS ></p> <p>APY ② 15-25%</p> 	<p>HIGH RISK/RETURN</p> <p>USD+ INSURANCE</p> <p><i>IN DEVELOPMENT</i></p> <p>Highly yielding: collects (1) premiums retained from USD+ yields and (2) yield generated by insurance fund liquidity, mostly, from best ETSes</p> <p>First loss: exposed to first loss* from USD+, i.e. any loss on USD+ is covered first from insurance fund</p> <p>Illiquid: 3 days notification period to initiate redemption</p> <p>About Insurance ></p> <p>APY ② 25%+</p> 
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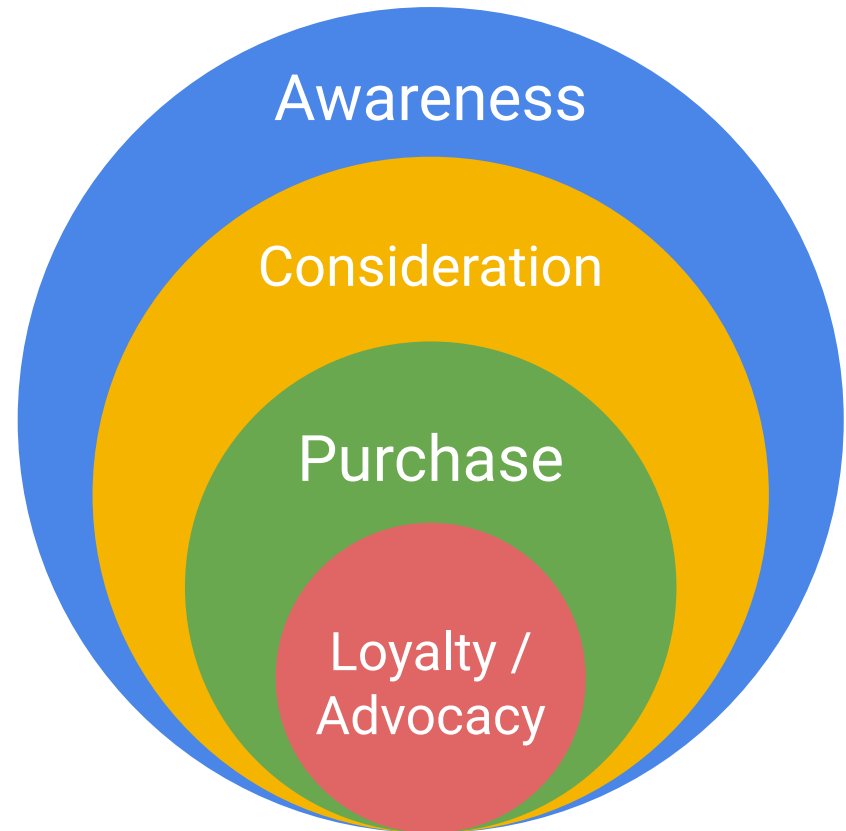
Lesson 4. Build a tribe

- Get as close to your audience as possible: Twitter Spaces, Discord, YouTube AMA, meetups
- Be authentic yourself
- Show your brand live, as if it's a person live, let your community follow and be a part of it
- Ask your community for support - from channel moderators to brand ambassadors



Lesson 5: Understand what is a Brand funnel and where you are in it?

The brand funnel is a model that describes the journey that customers go through from becoming aware of a brand to becoming loyal customers.





Channels roles



Awareness

TV

Out of home

Radio

Print



Consideration

Content marketing

Email marketing

Sponsorship

Free trials

PR

Social Media



Purchase

Paid search

SEO

Performance marketing

E-commerce platforms



Loyalty

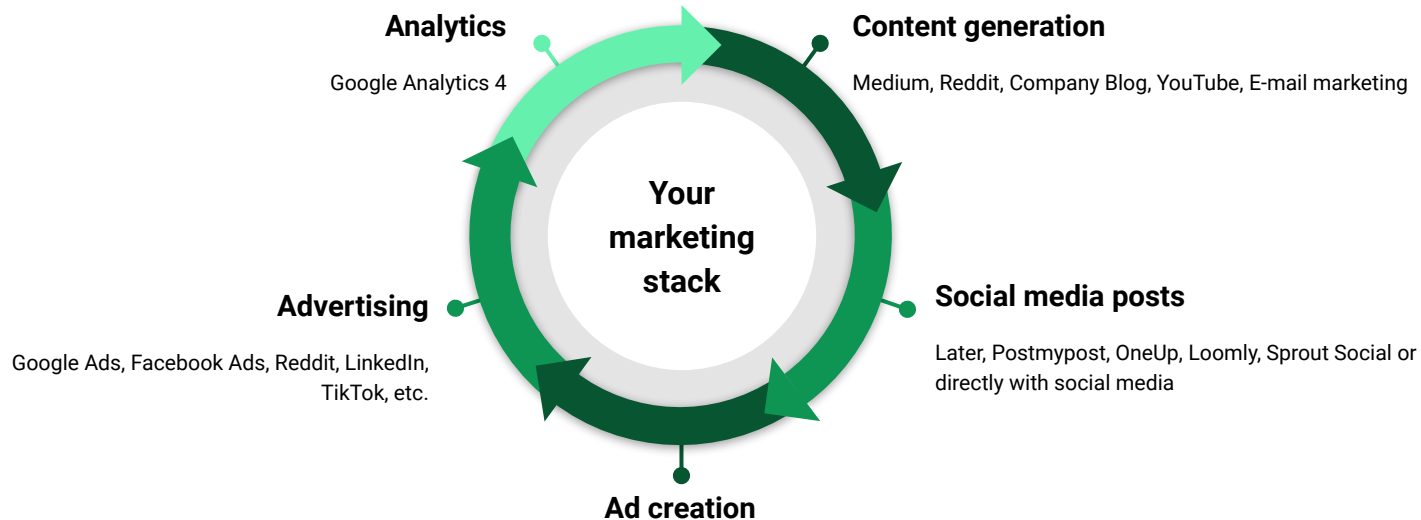
Community

Loyalty programs

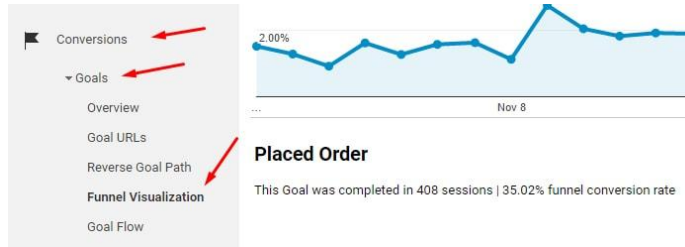
Exclusive offers and discounts

Customer support

Lesson 6. Digital marketing - it's a system, a well oiled machine, bringing you new business



Lesson 7. Set up a reliable analytics system and measure right metrics



Placed Order

This Goal was completed in 408 sessions | 35.02% funnel conversion rate



Ultimate KPIs to measure in performance marketing:

LTV - Lifetime value

CAC - customer acquisition cost

ROAS - Return on Ad Spend




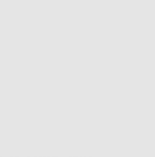








Others: CPT, CTR, Cost per Action, etc...



Bonus lesson: experiment and iterate

- Experiment, don't create just one ad
- Test multiple copies
- Test multiple placements
- Test multiple images
- Difference in cost can be 10x times

<p>GPT Prompt</p> <p>I am creating banners for GamesRound - a platform for gaming industry professionals. On the platform Game developers can meet publishers and investors, connect and sign publishing or investment deals. We have over 70 registered publishers and investors. Game developers should register on the platform, create their company profile and add games they develop, after that they can connect with any of the 70 investors or publishers by simply submitting their game on the platform. Try to communicate that deals happening on this platform. Target audience of the ads are game developers. Copy should sound serious and business-like, no emojis. Generate copy for banner ads.</p>	<p>GPT Prompt</p> <p>Banner Ad Copy 1: "Unlock Your Game's Full Potential. 70+ Publishers & Investors Awaiting Deals on GamesRound. Submit and Connect Today."</p> <p>Banner Ad Copy 2: "Game Developers: Connect with Industry Leaders. Secure Your Publishing or Investment Deal on GamesRound. Submit Your Game Now."</p> <p>Banner Ad Copy 3: "Discover Prospering Opportunities for Your Game. Connect with 70+ Publishers & Investors on GamesRound. Submit Today and Drive Success."</p> <p>Banner Ad Copy 4: "Elevate Your Game with Powerful Connections. Forge Business Partnerships with Publishers & Investors on GamesRound. Submit Now."</p> <p>Banner Ad Copy 5: "Reach New Heights in Game Development. Over 70 Publishers & Investors Ready to Deal on GamesRound. Submit Your Game Today."</p> <p>Banner Ad Copy 6: "Game Developers: Leverage GamesRound's Network of 70+ Publishers & Investors. Accelerate Deals and Success. Submit and Connect Now."</p> <p>Banner Ad Copy 7: "Experience Growth Beyond Expectations. Secure Publishing or Investment Deals on GamesRound. Connect with Top Industry Professionals Today."</p>	<p>GPT Prompt</p> <p>Banner Ad Copy 1: "Maximize Your Game's Potential. 70+ Publishers & Investors Awaiting Deals on GamesRound. Connect Today!"</p> <p>Banner Ad Copy 2: "Secure Game Publishing or Investment Deals. Top Industry Connections on GamesRound."</p> <p>Banner Ad Copy 3: "Discover Game Success. Connect with 70+ Publishers & Investors on GamesRound."</p> <p>Banner Ad Copy 4: "Elevate Your Game. Powerful Partnerships on GamesRound. Submit Now."</p> <p>Banner Ad Copy 5: "Reach Game Development Heights. 70+ Ready-to-Deal Pros on GamesRound."</p> <p>Banner Ad Copy 6: "Accelerate Success. Leverage GamesRound's 70+ Publishers & Investors Network."</p> <p>Banner Ad Copy 7: "Experience Unprecedented Growth. Secure Deals on GamesRound. Connect with Top Professionals."</p>
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Контекстная реклама. Сегментирование запросов позволяет оценить эффективность каждого сегмента по сравнению друг с другом

