

# STARTUP MARKETING

## For new business marketing

This document will help you collate your plans for marketing a new business. Taking the time to think it through and get to the core of what the project requires will give you a much better result. If you have any questions, we are here to help.



# About us

**We are Simpsons Creative, a full-service creative agency based in Bishop's Stortford. We have the skills, experience and creativity to take on any creative project. The extensive range of services we offer ensures the best solution is chosen to complete your creative projects.**

Our goal for every project is to make your brand memorable and have a real impact on your marketing strategy and campaigns, with the result of helping you attract and engage with more customers.

Not sure what you need? Call to speak with one of our experienced team members today. We can help you to evaluate your business needs and how our services can assist your business to get you the best results.

# Our clients





# Executive Summary

**Marketing is essential for all businesses, but for startups it's critical, especially in the first few years. Unless people know what you are offering, they are unlikely to buy your products, this is where a good marketing plan can make all the difference.**

**We have fine-tuned the process in this brief to ensure your key marketing messages are delivered clearly and with impact.**

At Simpsons Creative we help all types and sizes of businesses plan their marketing, from small independent traders to large multinationals, we focus on giving your business strong foundations that will pay dividends for years to come.

This guide will help you think through the types of marketing you may want and will help us get a better idea of what it is your business needs to thrive.

We love helping startups, it gives us the chance to really get creative without pre-existing restrictions.

Each section has guidance on how to fill it out but we are always on hand to help if you're unsure. You don't need to fill out all of the sections in one go, save your progress and come back to it, some of the sections may not apply to you or your business.

Contact us at any point if you need further guidance or just want to chat it through, [info@simpsonscreative.co.uk](mailto:info@simpsonscreative.co.uk)

**Tip: If you find yourself needing more space, wanting to take notes or list any questions you may have, we have left the last few pages blank.**



# BUSINESS INFORMATION



# Business Information



Let's start with an introduction. We'd like to get to know you and your business so we can better fit any solutions to your business, making sure we maximise the impact. We use this information to look at industry best practice, competitors and to influence the design and structure of marketing plans.

Sometimes, especially for new businesses, this can be hard to narrow down but try to list the products or services you think will be key as this will help us to highlight your key product or service. By thinking about your target market we can also look at your marketing mix and how best to appeal to their needs.

<b>Business name</b>	<input type="text"/>
<b>Location</b>	<input type="text"/>
<b>Contact details</b>	<input type="text"/>
<b>Industry</b>	<input type="text"/>

# Business Activity

Please provide an overview of what it is you do, how you stand out from the competition and your key products/services. These details will help us emphasise your key messages to your visitors.

**What do you do?**

**What are your key products/services?**

**What sets you apart from others?**

**What is your target market?**

# Competitors

**Please use this page to give details on your competition, let us know who we should be looking at and what you think they do well and also what they could do better. This will help give us an understanding of what your industry is doing and gain an insight into your likes and dislikes.**



# SERVICES



# Services



**We are a full-service creative agency with the skills and services to cater for a wide range of businesses. We have fine-tuned the process to ensure your key marketing messages are delivered clearly, with impact.**

The following sections are to help you get the most out of our services, feel free to pick and choose the areas you are interested in and fill in what details you can. We have a wide range of services so if you need something that's not listed let us know either via the comments section at the back of this document or contact us directly.

## Which services do you require?

More detail in the following sections.

- |                |                   |                   |
|----------------|-------------------|-------------------|
| Brand Identity | Photography       | Digital brochures |
| Websites       | Signage/Hoardings | E-mailers         |
| Social media   | Other             |                   |

## Deadlines/Key dates

Are there any deadlines, either for the project as a whole or set services?

# Brand Identity



**Giving your new business a strong, professional, identity will help you stand out from the competition. Branding is about more than just a logo, it covers how all of your marketing comes together as a whole to give a consistent brand image.**

**Prominent**

A standout look sets you apart from your competitors.

**Professional**

Gives a unifying style to all marketing material.

**Memorable**

Stays in the mind of potential occupiers.

**Unique**

Emphasises the special character of the business.

**Which of the following words describe your business?**

Modern	Traditional	Refurbished
Trendy	Affordable	Flexible
New build	Innovative	Established
Ample parking	Start-up	High-tech

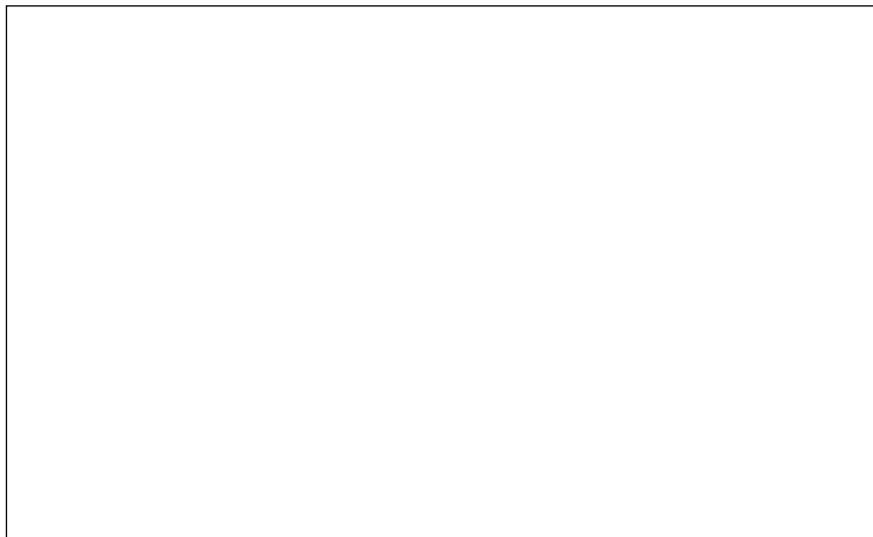
**Describe your business in one word?**

**What makes your business special?**  
Do you have a USP?

**Rate yourself alongside your competitors?**

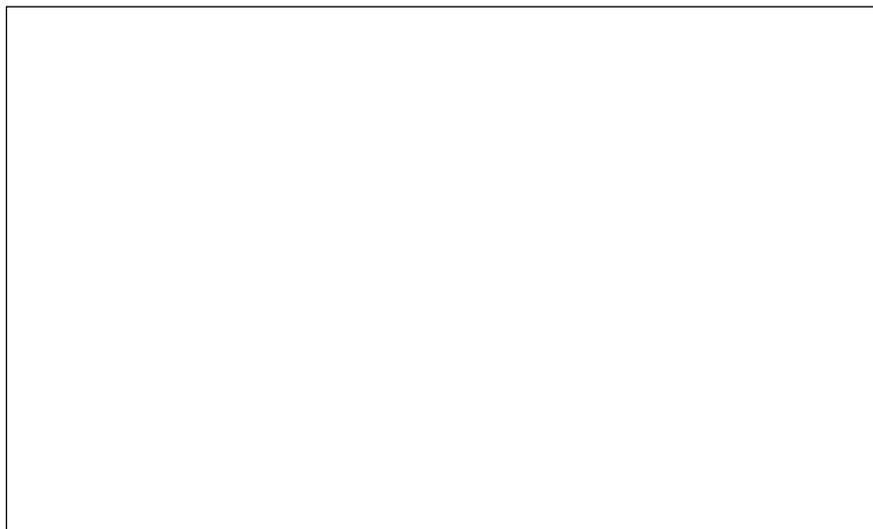
**Applications**

i.e. stationery, signage,  
website, etc.

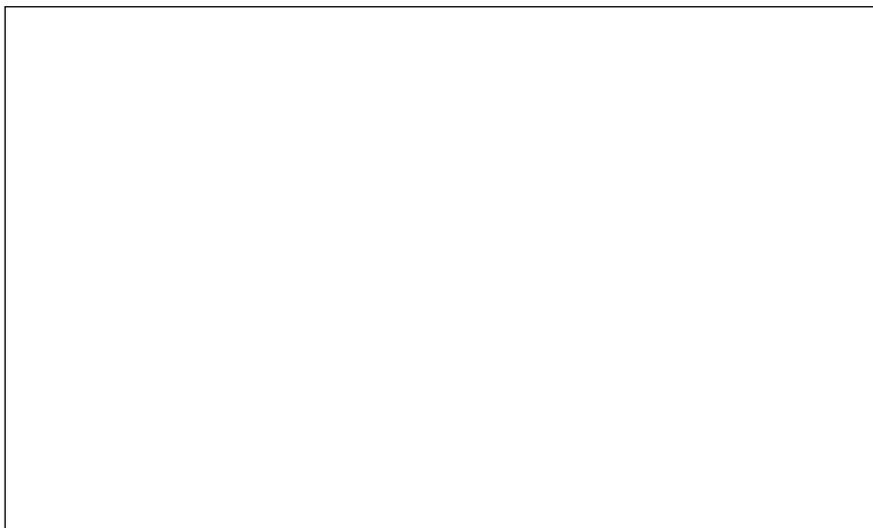


**Do you have any strong likes or dislikes as far as graphic styles and colours are concerned?**

Please list competitors/examples with reasons for liking/disliking, providing a link where possible.



**Do you want to accommodate a tagline beneath or alongside the logo?**



# Photography



**Product shots, team profiles, vehicle fleets and brand image – photography tells potential customers all they need to know about you and your services. High quality, professional, photography will more than pay for itself with the marketing potential it brings.**

New businesses don't always have the images needed for a marketing campaign, we can help arrange and plan photography or if needed source suitable stock images. Our team of designers can work wonders with image editing and designing around limitations. What's more is we can update collateral as new images become available.

**Which photography services would you like?**

CGIs	Photography	Timelapse
Aerial/Drone	Video	Editing services

**Where will the media be used?**

**Who needs access?**  
Other than Simpsons, does anyone else need copies of the media? If so, what format do they require?

**Do you have a style/feel you are aiming for?**  
For example: modern and trendy or professional and focused?

### Target subjects

Will it target specific products? Are there locations that need planning in? do certain team members need to be available?

### Possible issues

Are there any factors that could hinder production? For example, restrictions on drones, ongoing building works, parking or issues locating the sites (postcode mismatches, for example).

### Availability

Please list potential availability. For example, if there needs to be someone on site or if products are not set to be available until a set date.

# Print/Digital Brochure



There's no better or faster way to create an impression with clients. This can be achieved with a printed brochure or an online version, or both if required.

**Fast**

A quick turnaround can be achieved.

**Flexible**

Digital or print versions can be supplied.

**Economic**

No print or postage costs for digital.

**Linkable**

To company website or landing page.

**Printable**

For offline viewing or reference.

**Which sections/features do you want?**

Product details	Services	Image gallery
Staff details	Forms	Location map

**Size and page number**  
A4? Landscape? Portrait? 2,4,8 page?

**Where will the brochure be used?**  
Please specify if this brochure will be printed (if so, quantity?), online or both.

**Do you have a style/feel you are aiming for?**  
For example: modern and trendy or professional and focused on the specification?

### Key selling points

What are the key points you want to highlight?

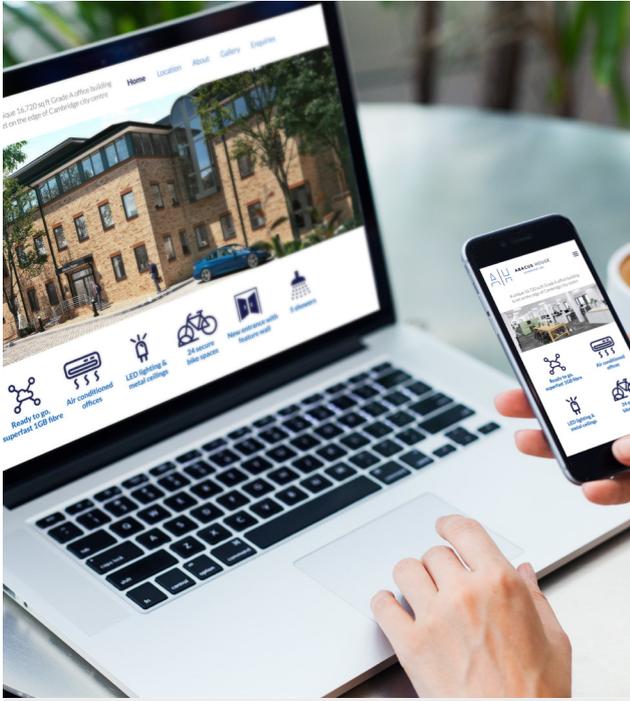
### Planned revisions

Are there any business milestones that will require a new revision? If so, please list with any known details/dates. For example: refurbishment, additional features, product availability or anything else that may impact the details.

### Digital content

Please list & link to any available content, such as sales copy, images, logo and floor plans, etc.

# Website



We can build a modern, fully responsive website to help showcase your business, it can provide full details on location, services, products and more. This ultimate ‘go-to’ resource will let you maximise other marketing activities by linking people back to full details.

**Accessible**

Online is the first-place people look for businesses.

**Searchable**

SEO optimised to streamline searches.

**Editable**

Quickly updated.

**Shareable**

Easily shared online via email, social media and more.

<p><b>What content do you want?</b></p>	<p>Service details Contact details</p>	<p>Product details Location details</p>	<p>Image gallery Location map</p>
<p><b>Website URL</b> Existing, or desired URL</p>	<p></p>		
<p><b>What hosting services do you require?</b></p>	<p>Hosting</p>	<p>Domain registration</p>	<p>Email accounts</p>
<p><b>Features</b> What do you want the website to do?</p>	<p>Contact form SEO support Ongoing support Members area</p>	<p>Google map CMS (WordPress) Google analytics Other</p>	<p>Blog/News Training Video/Virtual tour</p>
<p><b>If other, please list</b></p>	<p></p>		

### Key selling points

What are the key points you want to highlight? Are there any key services or features that will help you stand out?

### Planned revisions

Are there any business milestones that will require a new revision? If so, please list with any known details/dates. For example: additional products/services planned or business events etc.

### Content

Please list & link to any available content, such as sales copy, images, logo and floor plans, etc.

# Emailers



**Emailers allow you to put the key facts in front of business decision makers. Because visuals are processed faster than text it is a great way to get your message across effectively.**

- Flexible**  
Can be individually targeted or database driven.
- Responsive**  
Can be linked to website or site agents.
- Tracked**  
To see who opens the email and/or clicks on it.
- Economic**  
No print or distribution costs.
- Editable**  
Easily amended if the offer changes.

**Contact list**  
Do you have one? If so, how many lists and contacts?

**Current emailer service?**  
We can send for you, or via your own Mailchimp account.

**Number of emailers**  
How many emails do you want for the campaign? What key events will trigger an emailer?

**Links**  
Are there any links or calls to action you wish to promote with the emails? For example links to your website or digital brochures.

**Emailer 1**  
Summary of content



**Emailer 2**  
Summary of content



**Emailer 3**  
Summary of content



# Social Media



**We can help grow and develop your business with our comprehensive social media management services. Our strategic approach means we attract customers, increase reach, and drive engagement for your brand.**

**Targeted**

Engage with potential occupiers on the platforms they use the most.

**Connected**

Create backlinks to boost traffic to your website.

**Brand strategy**

Consistent content builds brand visibility and loyalty amongst your audience.

**Cost effective**

An effective way to create awareness and digital engagement.

**Current activity**

Do you currently have any social media accounts? If so, please state which ones.

**Social media platforms**

Are there any social media platforms you wish to be on, but aren't?

**Level of involvement**

How involved would you like Simpsons Creative to be when managing your social media accounts?

Fully managed	Part managed	Training
Content creation	Consultancy	Other

**Target audience**

Please state who your ideal audience would be and why. Along with your current audience statistics on social media, if applicable.

**Post schedule/frequency**

How often are you currently posting across your social media accounts?

**PPC/Paid posts**

Please state if you have any PPC campaigns in place and what they are. If not, is this something you would be interested in?

**Content creation**

Do you want Simpsons Creative to create post content and graphics for your social media? We will create each graphic fit to size for each social media platform.

# Notes/Questions

**This space has been added to give you room to make notes or add additional information that you think may be useful to us. Likewise, feel free to list any questions about the project you may want to ask about the project and we will be happy to run through them with you.**





**CONTACT**

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[www.simpsonscreative.co.uk](http://www.simpsonscreative.co.uk)

# Thank You

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