

Course objectives:

To provide early-stage/Round A&B startups with professional background and practical tools around market penetration & marketing growth strategies. To expose B2B tech entrepreneurs to frameworks and best practices by combining hands-on exercises, expert lectures, and real-life case studies.

The course is comprised of six 4-hour online sessions.

Positioning, category & market selection

- Introduction to positioning of tech products:
 - What is positioning, and why it's important: The critical step of identifying where you fit in the market that will determine your go-to-market strategy, guide your messaging, branding and pricing.
 - The good, the bad and the ugly: Case studies of poor and great positioning. We look at how positioning can make or break a company, discuss pitfalls and how to avoid them.
 - Positioning and product market fit: An interlinked duo, these two components are at the heart of the company's strategy, driving the target market, product roadmap and more. What needs to come first? How do they affect each other over time?
- Penetration: Category and market selection:
 - A framework for selecting the right category and market: Selecting your category will inform customers on your competitive set, and will determine what they expect from your product. Selecting the right category is key to a successful GTM.
 - Competitive analysis: Who are your competitors? What are your customers alternatives? We will learn how to map the market, understand your competitors positioning and differentiators and how to build a robust strategy to win in different? competitive landscapes.
 - Category and market validation: Voice of the Customer, Voice of the Market: Tools and methodologies to inform your decisions, and when to use each of them
 - Guest lecturer: Tomer Nitzan, BDO on geographical market selection, market potential evaluation, at the state level

Buyer persona, value proposition development and branding

- Tech Buyer persona profiling:
 - Understanding decision making processes within enterprises: How to understand the process, and why you should market differently to decision makers, gatekeepers, users and road-blockers (without neglecting anyone).
 - Buyer persona profiling: What you need to know about your buyer and how to find out: Uncovering customer needs and motivations and other important characteristics.

- Case study: Learning how one company mapped its buyers and reached each one with a unique message
- B2B Tech Branding:
 - What we mean when we say branding: Why a compelling visual brand is not enough
 - Why branding matters in innovation product markets
 - When to brand (or re-brand)...and when to wait
 - How to find your brand's essence
 - What to do the day after you've branded: External and internal moves to ensure your new brand is accepted, and remembered
- Value proposition and messaging:
 - From feature/function to business value: What value do you truly bring? How will you differentiate yourself?
 - Messaging: Focus on what matters most. Building your message house, brand pillars and message matrix.
 - Guest lecturer: Branding and messaging for Cellwize - Hadas Shefler, VP Marketing

GTM - Channels, partners & pricing

- Go to market – channels and partners:
 - Moving targets: Which niche to start with? When is it time to move on to the next target segment?
 - Market dynamics: When to chase which segment, and how the market dynamics affect your GTM plan
 - Selling via partners and channels vs. direct to customers; Identifying partners and building a joint plan
 - Case study: Tai Elenberg, Global Partnerships at Monday
- Revenue streams & Pricing
 - Pricing: Setting a pricing strategy, including when you should and shouldn't use Freemium, Skimming, Competition-Based, Value-based, Bundle and how; Pricing validation tactics
 - Predicting and managing revenue streams: How to measure customer Life Time Value
 - Guest lecturers: Customer management and pricing expert Dr. Guy Yogev

Marketing planning, analytics and operations

- Marketing planning best practices: The funnel, lead gen strategies:
 - The marketing funnel: What it is, when does it really end, and how to tackle each step along the way
 - Digital and strategy: Lead gen channels - when to use each and for what
 - Content strategy: Why content is still king, and how to use it to your advantage. Types of content that correspond to the funnel stages, when to gate and more.
 - PPC basics: What to measure, how to start and manage, and how your PPC strategy should evolve over time
- B2B Tech Marketing management: Analytics and KPIs:

- Data driven marketing: The KPIs that matter, and those that are there to distract you: What to measure and how, and what do they mean for your business.
- Marketing Ops: When to start, selecting a marketing platform, why marketing operations are key to customer acquisition and retention.
- Guest lecturer: Noa Segol, VP Marketing at Practitest

Customer success & retention

- Customer success & retention:
 - Customer retention strategies: Why you should invest in customer experience and retention, and how to do this right. How to get honest feedback from your customers, predict & prevent churn; How to turn your customers into advocates, and monetize on them.
 - We will discuss customer success best practices, learn how to use analytics to retain customers and how to set up a Voice of the Customer program.
 - We will discuss how to measure satisfaction and engagement beyond NPS, and what your customer LTV and health score mean for your company.

Raising money

- Marketing and raising money: Marketing's role in creating a sellable, solid case for investors
- Conversations with investors:
 - Guest lecturer: Brian Mac Mahon, Head of Expert DOJO, a US-based accelerator on how to talk to American investors