

SmartUp Academy

Foundations Course

Lecture 3

Branding First - II

The SmartUp Founding Team



SmartUp
Academy



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SmartUp Academy

A program to teach the **profession** of building successful companies (...work in progress)

- The Foundations Course
 - The three pillars for a successful company:
 - Profitable
 - Fast growing
 - Modest investment
- Workshops – specific subjects
- **4-5 years Residency program**



Branding First – Why?



- Ray Kinsella, an Iowa farmer, lives with his wife on their corn farm in Iowa.
- One day, Ray hears a mysterious voice “**If you build it, he will come.**”
- Interpreting this as an instruction, Ray decides to transform a portion of his cornfield into a **baseball field**.
- To his astonishment, the ghosts of old-time legendary baseball players appear in the field

https://drive.google.com/file/d/1BY7FBX7BqGGGHa2YxzQrIFCsEjBxxMN/view?usp=drive_link

What is a brand?

1. A good brand is that your prospects know your name and vaguely something about you and what you do, and that
2. They have positive feelings towards the brand

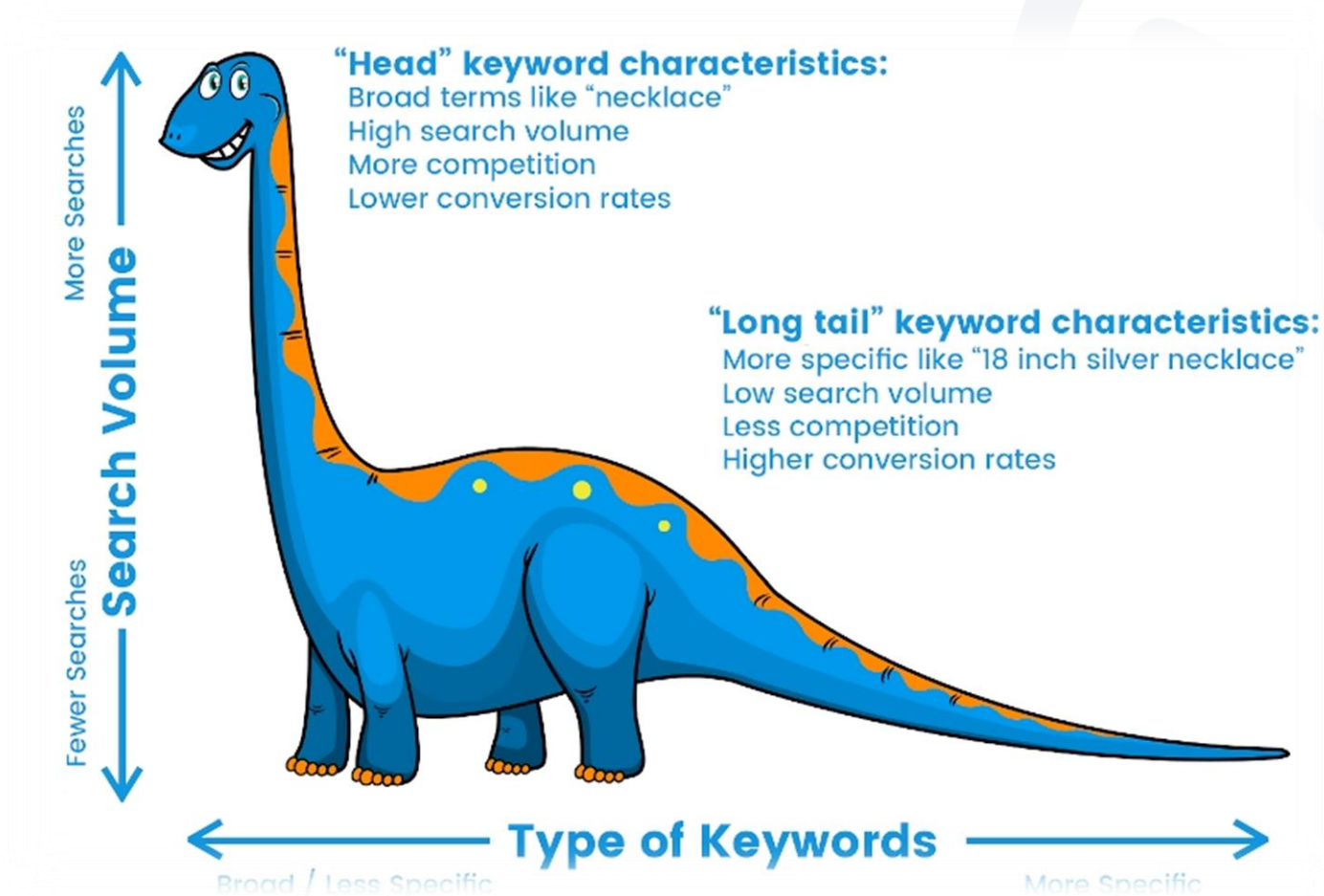
The most important aspect is that the brand does not have to talk about your product – but it must talk to your prospects

What is Marketing?

- Marketing is the process of “lead generation”, generating leads for sales people to follow, or for prospects to buy online
- Branding is the bedrock and foundation for successful and cost-effective lead generation activities
- When prospects recognize the brand they are far more likely to show interest, read and respond to offers

SEO - Long Tail

SEO (Search Engine Optimization)



SEO - Long Tail – The Advantage

Chris Anderson, editor-in-chief of *Wired Magazine*, noted that

"The best way to dominate the web in the face of stiff competition is to optimize for long-tail search."

The Advantage – SEO is an In-Bound marketing strategy, prospects come to the brand instead of the brand “pushing” content out

SEO - Long Tail – The Challenge

- Each keyword in the long tail has very few searches every month
- To reach high traffic you need to publish thousands if not millions of pages
- How do you cost-effectively create thousands or millions of pages?

SEO - Long Tail – The Solution

The Solution - A database of information about something relevant to the problem your prospects try to solve

- Many well-known companies use large databases to generate Long-Tail content for branding, and for generating sales
 - Amazon – A page per every possible product
 - LinkedIn – A page per person, a page per company
 - CrunchBase – A page per company
 - Facebook – A page per person, or group, or entity,
 - TripAdvisor – A page per hotel, attraction, location
 - Zillow – A page per street address

Branding First – How

What if there is no SEO Long-Tail option?

Here are some other options:

- Position the company as thought leader, or important researcher, or just as a leader
- Organize contests, competitions, championships
- Provide free products

Branding First – Homework

- Define who your prospects are – be as specific as you can
- Define the problem(s) you try to solve
NOT the solution, the problem
- Are your prospects aware of the problem? Do they define it as a problem that needs to be solved?
- When they have the problem what do they do?
- What else can be of interest to your prospects, that is not related to the problem, but will still get their attention?

Branding Ideas and methods

- Long Tail SEO – covered in detail last time
 - ZoomInfo
 - Opster
 - TickChak
- Thought Leadership
 - Opster
 - Intelichain
- Free Products
 - BioForum
 - ZoomInfo
 - Opster

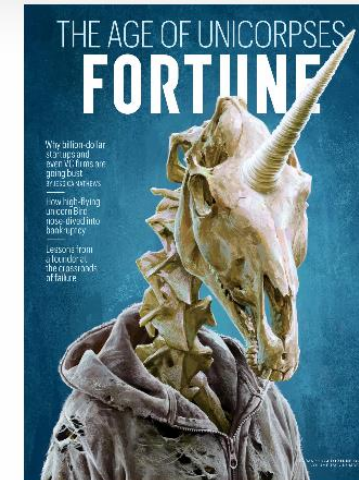


Branding First – Leadership

- What is the “Fortune 500”? Who does not know this?
- What is “Fortune”?
- American global business magazine, circulation 850,000
- Competes with Forbes and Bloomberg’s BusinessWeek



April/May 2024



February/March 2024



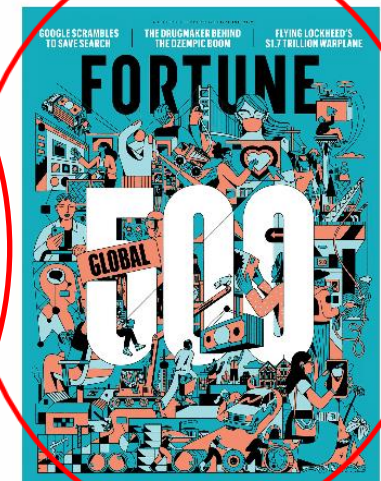
December 2023/January 2024



Special Digital Issue:



October/November 2023



August/September 2023

Branding First – “Forbes” Leadership

- American business magazine founded by B.C. Forbes in 1917
- The motto of *Forbes* magazine is "Change the World"
- The magazine is known for its lists and rankings, including:
 - The richest Americans (the Forbes 400)
 - The 600 most notable young people under the age of 30 (Forbes 30 under 30)
 - America's Wealthiest Celebrities
 - The world's top companies (the Forbes Global 2000),
 - The World's Most Powerful People
 - The World's Billionaires



F Forbes Our Covers, Our Me...



F Forbes Our Covers, Our Me...



F Forbes 10TH Annual Under ...



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Pinterest Forbes Cover Story ...



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Houston Public Media Houston rapper Meg...



F Forbes India Forbes India 2021 Rewind: Ou...



Pinterest Forbes Magazine De...



Andrea Zurini - Medium Forbes Covers and S...



F Forbes Kim Kardashian Wes...



Shalom Tel Aviv Assaf Rappaport, C...

Forbes

World's Billionaires List

The Richest In 2024

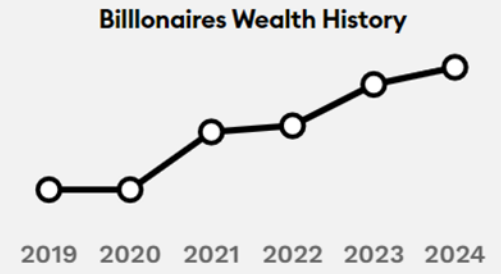
RANK ^	NAME	NET WORTH	AGE	COUNTRY / TERRITORY	SOURCE	INDUSTRY
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1.	Bernard Arnault & family	\$233 B ▲	75	France	LVMH	Fashion & Retail
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Bernard Arnault oversees the LVMH empire of 75 fashion and cosmetics brands, including Louis Vuitton and Sephora.

FULL PROFILE



2.	Elon Musk	\$195 B ▲	52	United States	Tesla, SpaceX	Automotive
3.	Jeff Bezos	\$194 B ▲	60	United States	Amazon	Technology
4.	Mark Zuckerberg	\$177 B ▲	39	United States	Facebook	Technology
5.	Larry Ellison	\$141 B ▲	79	United States	Oracle	Technology
6.	Warren Buffett	\$133 B ▲	93	United States	Berkshire Hathaway	Finance & Investments
7.	Bill Gates	\$128 B ▲	68	United States	Microsoft	Technology
8.	Steve Ballmer	\$121 B ▲	68	United States	Microsoft	Technology

<https://www.forbes.com/lists/list-direct>

Forbes World Billionaires – Continued 😊

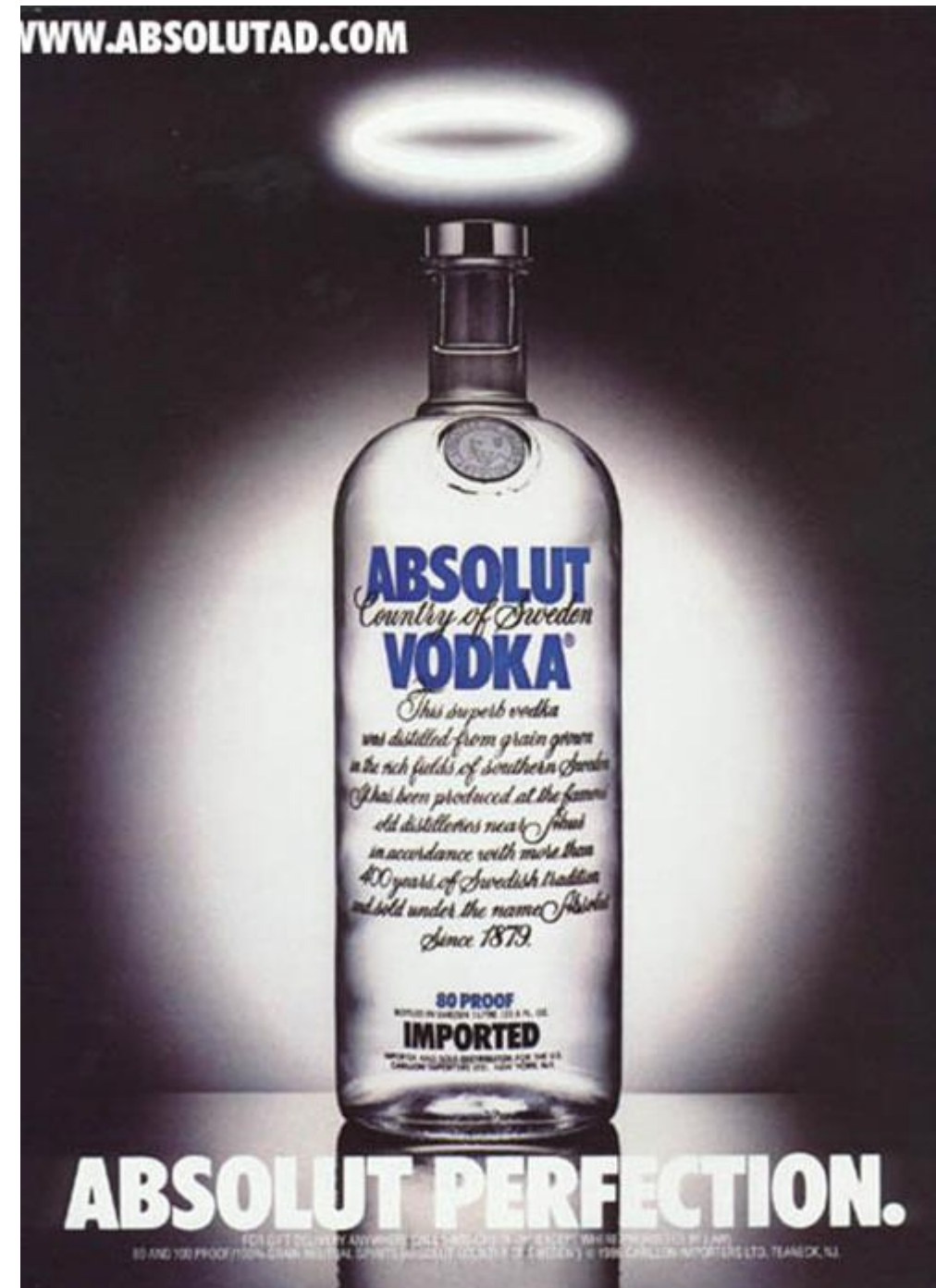
9.	Mukesh Ambani	\$116 B ▲	66	India	Diversified	Diversified
10.	Larry Page	\$114 B ▲	51	United States	Google	Technology
11.	Sergey Brin	\$110 B ▲	50	United States	Google	Technology
12.	Michael Bloomberg	\$106 B ▲	82	United States	Bloomberg LP	Finance & Investments
13.	Amancio Ortega	\$103 B ▲	88	Spain	Zara	Fashion & Retail
14.	Carlos Slim Helu & family	\$102 B ▲	84	Mexico	Telecom	Telecom
15.	Francoise Bettencourt Meyers & family	\$99.5 B ▲	70	France	L'Oréal	Fashion & Retail

Branding First – Main Take Aways

- Leadership – Fortune invented the term “Fortune 500” and now owns it. It expanded their influence much beyond being a magazine
- Brand Innovation – Forbes created many lists that are of interest to its readers, and are also “gossipy”. People like to measure others
- A brand is created by repetition. Long tail over the time dimension.
- Creating an annual “event” is an easy way to create a lot of interesting content – That is why Forbes created many lists

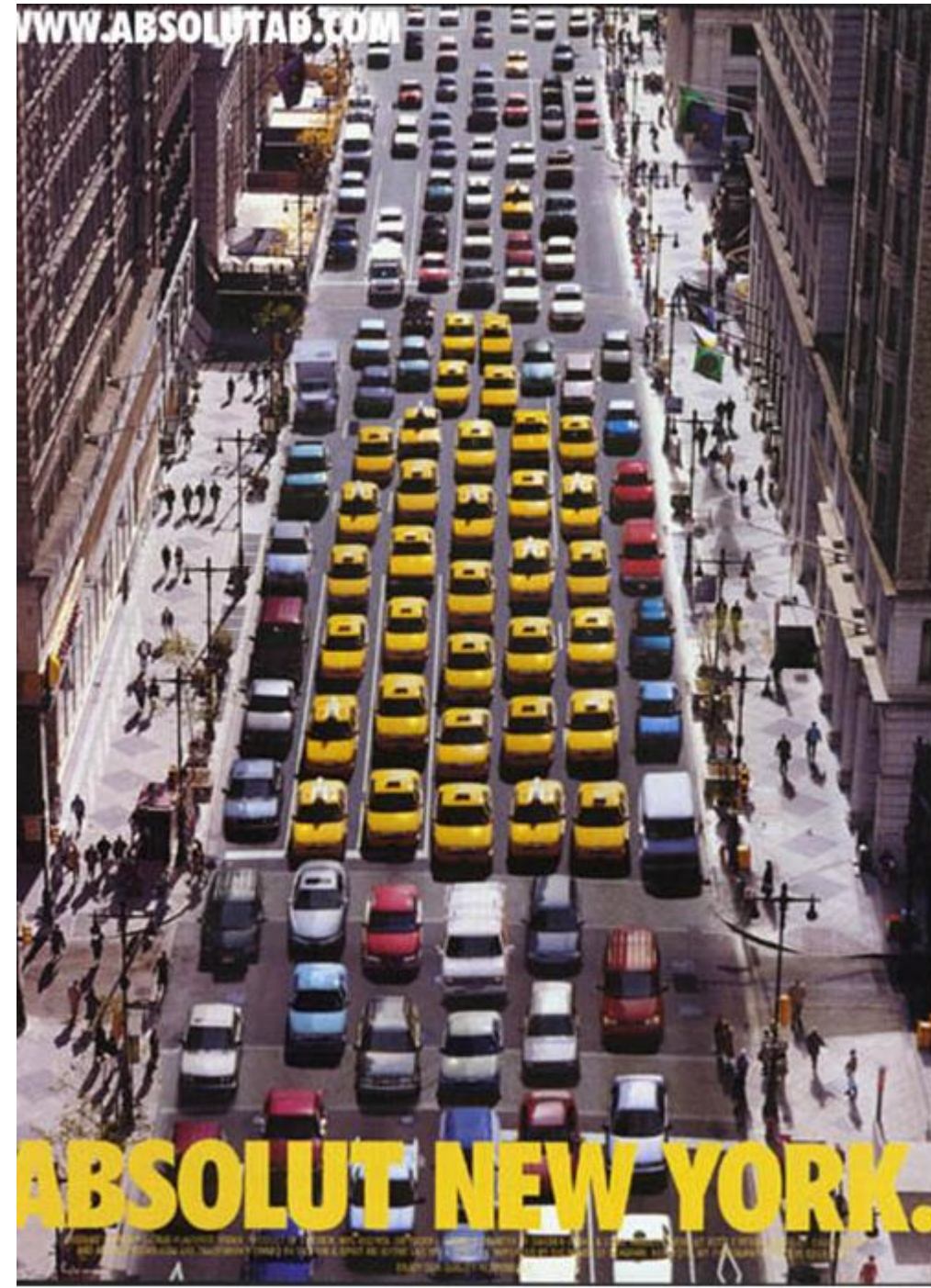
Branding First – The Value of Repetition

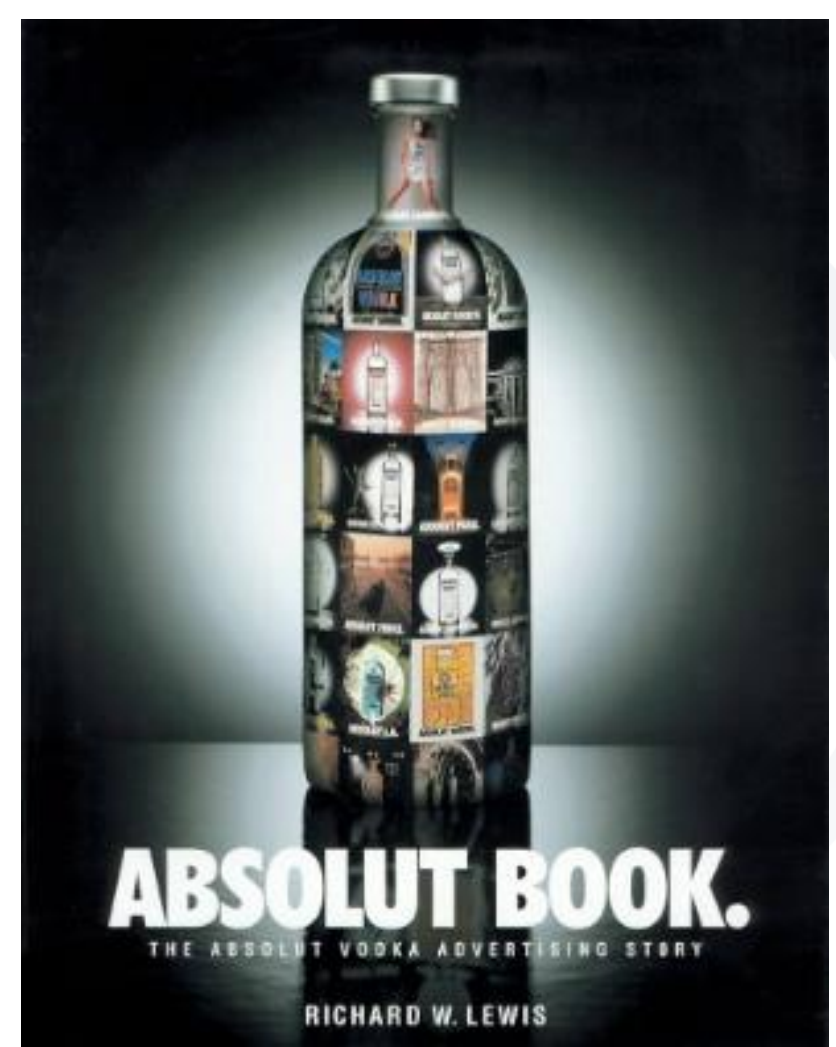
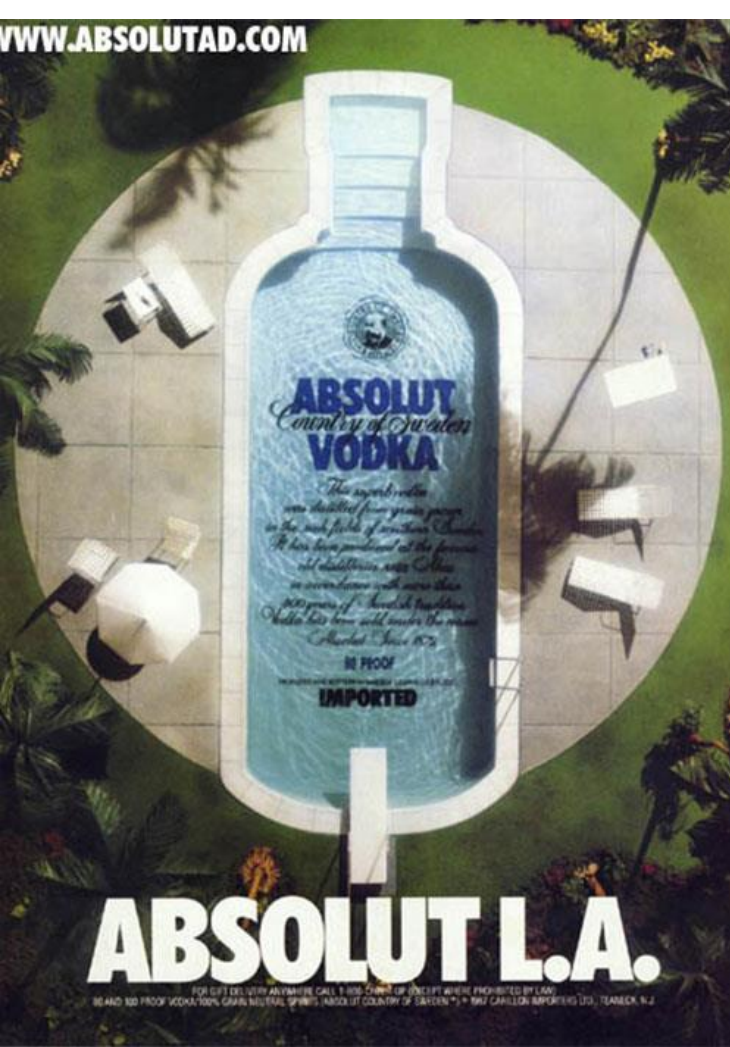
- The Most Iconic Ads From the Legendary ‘Absolut Perfection’ Campaign
<https://vinepair.com/articles/absolut-vodka-absolut-perfection-advertisements/>
- In 1979 Absolut Vodka, a Swedish vodka maker, tries to penetrate the US market, and hires a creative agency TBWA
- They decide to focus on the iconic bottle design and the slogan “**Absolut Perfection**”

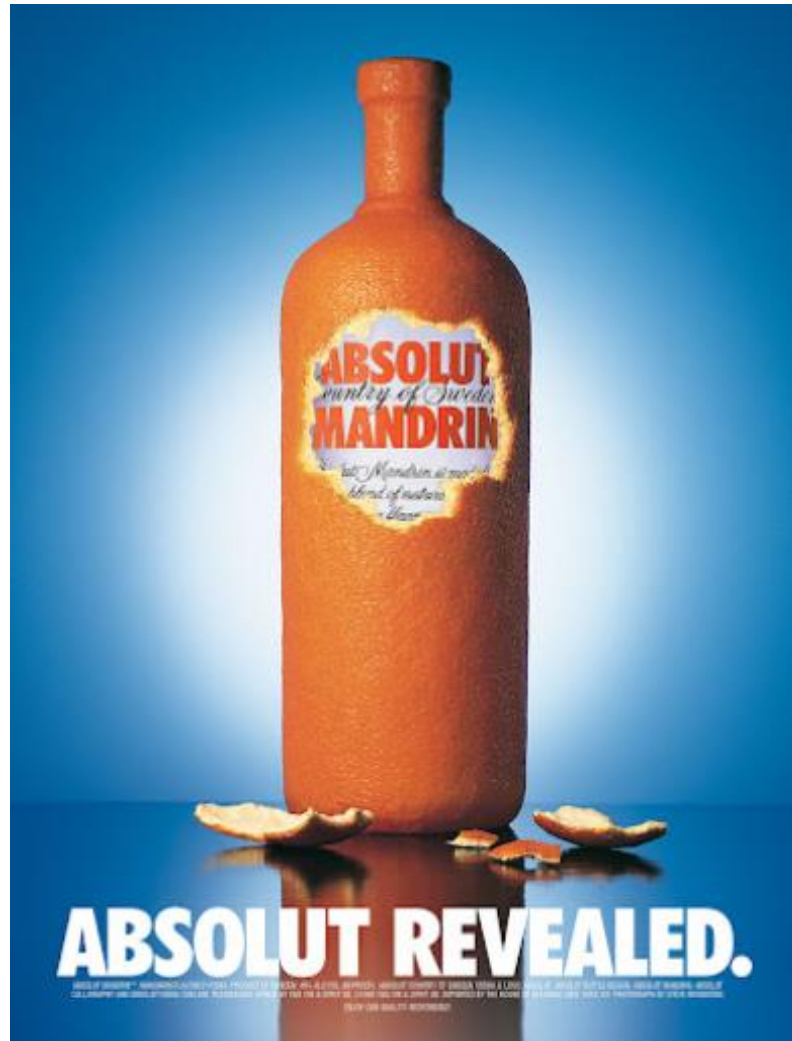
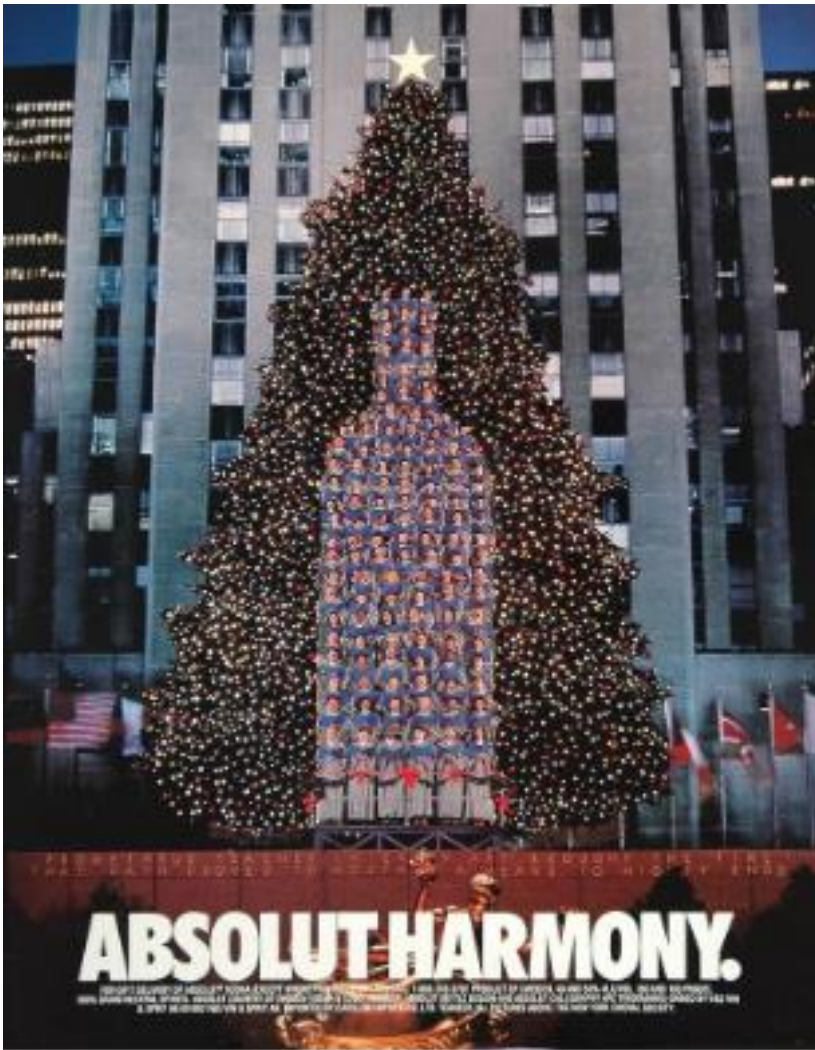


Branding First – The Value of Repetition

- The striking image would launch a 25-year-long campaign
- Featuring over 1,500 print ads, and would go on to be known as one of the best and most recognizable print campaigns of all time.
- It was also an incredible monetary success, skyrocketing Absolut's sales from 10,000 cases in 1980 to a massive 4.5 million by 2000







Repetition, Consistency and Creativity create a strong brand
Notice that the ads do not talk about features or value

Branding First - Inc. Magazine

Inc.

NEWSLETT

About Inc.com | Everything You Need to Know to Grow and Start Your Business

- American business magazine founded in 1979 in Boston, by Bernie Goldhirsh (MIT)
- “Inc. is the voice of the American entrepreneur. We inspire, inform, and document the most fascinating people in business: the risk-takers, the innovators, and the ultra-driven go-getters
- Branding – who are the prospects for this magazine? Ideas for branding?



Inc. Magazine
April 2024 | Inc.com



Inc. Magazine
April 2024 | Inc.com



Inc. Magazine
April 2024 | Inc.com



Inc. Magazine
April 2024 | Inc.com



Inc. Magazine
April 2024 | Inc.com



Mr. Magazine
Scott Omelianuk, Edi...



Pinterest
Magazine cover, Mag...



Inc. Magazine
April 2024 | Inc.com



Inc. Magazine
April 2024 | Inc.com

Inc. 500, and Inc. 5,000 Competition

- In 1982, 3 years after launch, the magazine began publishing its Inc. 100 ranking, later to become the Inc. 500
- It is a competition to which companies apply
- In 2007, the list was expanded to be The Inc. 5,000 --- Why?
- To qualify for the 2024 Inc. 5000 your company must:
 - Have generated revenue by March 31, 2020
 - Have generated at least \$100,000 in revenue in 2020
 - Have generated at least \$2 million in revenue in 2023
 - Be privately held, for profit; based in the U.S., and independent (not a subsidiary or division of another company)

Inc. 500, and Inc. 5,000 Competition

- Why should my company apply?
 - The top 500 companies will be featured in Inc. magazine and all 5000 companies will be featured on Inc.com
 - Dedicated Company Profile on Inc.com receiving millions of impressions every year.
- A simple way to create a brand is to talk about your prospects,
They always pay attention 😊



Inc. 5000 2023

First Look at the Companies Building the Future

The founders of these startups are delivering solutions to our nation's biggest problems—and growing their businesses like crazy doing it.

Inc. 5000	219% Median Growth	\$358.2 billion Total Revenue	1,186,006 Jobs Added	638 Newly Founded	3,047 Repeat Honorees
Inc. 5000	219% Median Growth	1,184,666 Jobs Added	636 Newly Founded	3,053 Repeat Honorees	
2023	Industry	State	Metro	Company	Q
Rank ↓	Company ↓	3 Year Growth ↓	Industry ↓	State ↓	City ↓
1	CareBridge	157,144%	Health Services	TN	Nashville
2	CharterUP	111,130%	Travel & Hospitality	TX	Austin
3	Birch Creek Energy	87,665%	Energy	MO	St. Louis
4	Green Light Distribution	41,090%	Food & Beverage	TX	Coppell
5	Liveshopper Sassie	37,386%	Software	OH	findlay
6	FlexCare Infusion Centers	35,012%	Health Services	OK	Oklahoma City

Thought Leadership – Personal Perspective

- **Inc. 500** – The competition of 1999
 - CardScan was placed #39 on the Inc. 500
 - The award was the result of 3806% revenue growth from \$385K in 1994 to \$15,020K in 1998.
- In 1999, CardScan was also placed number 11 on the New England list of Fast 50 technology companies compiled by **Deloitte & Touche** – the large accounting firm.
(A simple way to create a brand is to talk about your prospects)

EY Entrepreneur of the Year



EY Entrepreneur of the Year Award

- Each year, founders, transformative CEOs and business leaders begin their journey to the most prestigious global award for entrepreneurs with a nomination to their local EY Entrepreneur Of The Year program
- From 4-7 June 2024 in Monaco, the world's leading entrepreneurs will make valuable connections across industries, geographies and passions; and celebrate the positive impact of entrepreneurship.

Thought Leadership – Personal Perspective

- In 1998, 1999, 2001, EY names Yonatan Stern as finalist for the EY Entrepreneur of the Year Award



EY Entrepreneur of the Year Award

- Three times finalist – 1998, 1999, and 2001
- Three times, and no win

- Take away – I still remember it fondly. Great branding for EY

Branding First – Competitions, Contests

Main Take aways

- Competitions and contests make your prospects talk to you and apply instead of you talking to them
- It is an annual repeatable event
- People like recognition and winning – we are all grown kids
- It requires some work but is relatively easy to do
- You can also charge money along the way and make it zero cost

Branding First – Thought Leadership

- John Deere & Company
- Founded in 1834, manufactures plows



How to create a Thought Leadership brand for a company that manufactures plows?



- The Furrow Magazine – Launched in 1895
- The magazine was so successful that it reached 4 million readers by 1912
- Still in circulation today, with a global audience of over 1.5 million

Michelin – From tires to restaurant reviews



History of the MICHELIN Guide <https://guide.michelin.com/th/en/history-of-the-michelin-guide-th>

- The year 1889, Andre and Eduard Michelin founded their tire company, and want car owners to drive more and far
- Produced a small red book with maps, gas station locations, how to change a tire, and other information about driving
- The guide was given for free at gas stations and garages for 20 years, until one day

Michelin – From tires to restaurant reviews



- Andre Michelin visits a tire shop and sees his beloved books used to prop up a workbench
- Based on the principle that “man only truly respects what he pays for”, a brand new MICHELIN Guide was launched in 1920 and sold for seven francs.
- It included a list of hotels in Paris and lists of restaurants according to specific categories
- In 1926, the guide began to award stars to fine dining establishments, initially marking them only with a single star.

Michelin – From tires to restaurant reviews



- Five years later, a hierarchy of zero, one, two, and three stars was introduced, and in 1936, the criteria for the starred rankings were published
- Due to its serious and unique approach, the MICHELIN Guides became best-sellers
- The guide now rates over 40,000 establishments in over 24 territories across three continents
- More than 30 million MICHELIN Guides have been sold worldwide

Michelin – From tires to restaurant reviews



Main take aways:

- The brand has to appeal to your prospects, and not necessarily talk about the problem you try to solve
- “Man only truly respects what he pays for” – Never forget this lesson
- Even if your company is not a magazine, you can publish repeatable interesting content
- If you take the branding process seriously it can lead you to new places and new opportunities

Branding First – Thought Leadership

- Gartner Magic Quadrant
 - Who is Gartner?
 - What do they do?
 - What is the Magic Quadrant?
- Gartner, an IT (Information Technology) research and consulting firm, founded in 1979 by Gideon Gartner
- Now a public company, revenues of \$6b, with 20,000 employees
- Customers: CIO's and IT executives of large organizations and government agencies, and also investors in technology companies
- Helping customers select the right and most effective IT solutions

Figure 1. Magic Quadrant for B2B Marketing Automation Platforms

Magic Quadrant

1. Salesforce
2. Microsoft
3. HubSpot
4. Adobe
5. Oracle
6. Creatio
7. Zoho
8. SugarCRM
9. Act-On
10. Freshworks
11. BusinessNext



Gartner's Magic Quadrant



Figure 1. Magic Quadrant for B2B Marketing Automation Platforms

Magic Quadrant

B2B Marketing Automation Platforms

Do you agree with the positioning of the different platforms?



Gartner Magic Quadrants – Thought Leadership

- What are the criteria for the positioning of a product in the quadrants chart? https://en.wikipedia.org/wiki/Magic_Quadrant
- In 2009 Gartner was sued by ZL Technologies for the “legitimacy” of the Magic Quadrants rating system
- Gartner filed to dismiss the case claiming “Freedom of Speech” in the USA constitution
- Gartner claimed its Magic Quadrant reports contain “pure opinion” which legally means “Opinions that are not based on facts”
 - What do you think happened?

Gartner Magic Quadrant

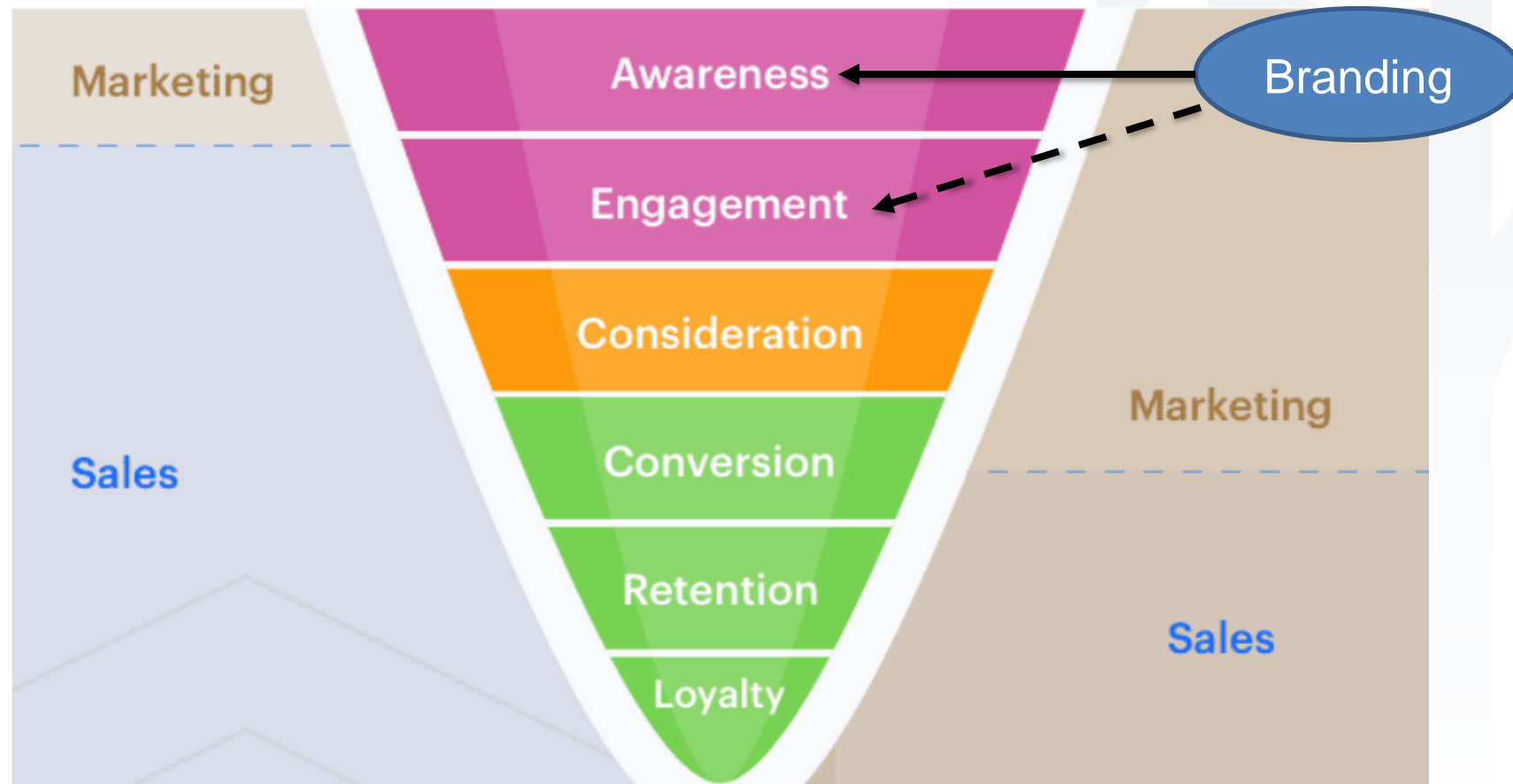
There are about 100 different Magic Quadrant charts on Gartner's site. Like:

- Access Management
- Account-Based Marketing Platforms
- Analytics and Business Intelligence Platforms
- API Management
- B2B Marketing Automation Platforms
- Cloud Application Platforms
- Communications Platform as a Service
- Container Management
- Content Marketing Platforms
- Data Integration Tools
- Enterprise Agile Planning Tools
- Robotic Process Automation (RPA)
- And many many more

Branding First – Classical Marketing Funnel

Traditional
Sales & Marketing

Internet Based
Sales & Marketing



Gartner's Marketing Funnel

<https://www.gartner.com/en/documents/4890231>

Gartner Research

Gartner Magic Quadrant for Account-Based Marketing Platforms

Published: 30 October 2023

Summary

B2B marketers use account-based marketing strategies to acquire new business, grow revenue from existing customers and foster collaboration with sales. Product marketers should evaluate ABM platforms that enable better decision making, improve engagement across accounts and deliver measurable value.

Included in Full Research

- Market Definition/Description
- Magic Quadrant
- Inclusion and Exclusion Criteria
- Evaluation Criteria
- Context
- Market Overview
- Gartner Recommended Reading
- Evaluation Criteria Definitions

Access Research

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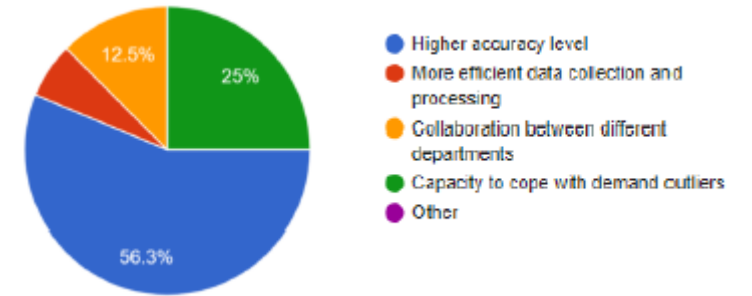
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Gartner's Take Aways



- Focus your research on your prospects – it will give you ample opportunities to talk to them and send them materials
- Charts and numbers make you an authority in the eyes of your prospects
- People don't read long essays. Concise visual representation of data is intriguing, and people pay attention and look at it
- Every conversation with a prospect adds data to your research
- Data can be analyzed in different slices (industry, company size, geography, technology, etc.) – Long Tail of research

Branding First – Homework

- Define who your prospects are – be as specific as you can
- Define the problem(s) you try to solve
NOT the solution, the problem
- Are your prospects aware of the problem? Do they define it as a problem that needs to be solved?
- When they have the problem what do they do?
- What else can be of interest to your prospects, that is not related to the problem, but will still get their attention?