

## **Marketing Mistake #1: Not Learning From Mistakes.**

To lose one sale may be regarded as misfortune, to lose more looks like carelessness. Understanding the difference between what works and what doesn't work does not come naturally. There is a process to understanding customer decisions, and to make your products anticipate evolving requirements. The process is called Market Plan Engineering.

## **Marketing Mistake #2: Using Trade Shows As Development Milestones.**

This is the reason that engineers hate marketing. Who can blame them? A well-engineered market plan will coordinate external performance milestones with reasonable development milestones. There is give and take, but ideally about six months ahead of the show. A product launch should have the same (or longer) schedule than the development cycle.

## **Marketing Mistake #3: Confusing "Sales" With Channel Development.**

Does your team know the difference between a direct sales strategy and a channel development strategy? Most tech entrepreneurs spend time and money chasing direct sales. Smart startups take the time to develop channels through resellers, distributors, and OEMs. The right channel will get your technology "out there" at an affordable upfront cost.

## **Marketing Mistake #4: Leading With A Solution Looking For A Problem.**

Tech startups take risks; to be the first to do something requires it. "A solution in search of a problem" is a result of planning products without a coordinated market plan. The problem can be fixed through disciplined diligent work. As scary as that is, it is exactly what we do. Get the entire list of marketing mistakes at [marketengineering.com](http://marketengineering.com).

## **Marketing Mistake #5: Enough About You, What Can You Do For Me.**

Look at a startup's web page. Most will tell you how smart and wonderful they are. And if you are smart enough to figure out what it is they do, maybe you'll become a customer. Marketing messages must coordinate customers, channels, communications, competencies and cost. Market Plan Engineering provides affordable and appropriate help to do it right for your company.

## **Marketing Mistake #6: Hiring Full-Time Marketing Executives Too Soon.**

Most early-stage business models will not support the cost of full-time marketing executives. Maybe your competition can afford full-time execs, but can customers afford to support them? A smart executive outsourcing program can be your competitive advantage. Market Plan Engineering offers interim and outsourced technology marketing and business development executives to help grow your firm appropriately and affordably.

## **Marketing Mistake #7: Weekly "Strategy Meetings"**

Strategy should not change with every new issue of *Fast Company*. Strategy should be reviewed quarterly, and adjusted only annually. A continuously updated competitive analysis, an understanding of technology evolution throughout the value chain, and a clear positioning of your own differentiators are required before you can evaluate strategy. These are the elements of an engineered Market Plan.

## **Marketing Mistake #8: Underestimating Competition, Overestimating Partners.**

Success has many fathers, but failure is an orphan. A startup CEO must heed advice from his partners, and get winning results. With a limited staffing budget, and the complexity of adding executives onto your founders' team; it is tough to get access to the objective expertise you need. That's where Market Plan Engineering consultants help.

## **Marketing Mistake #9: Waiting To Be Discovered.**

In fiction the good end happily and the bad unhappily. In real life you have to craft your own success, no one will admire your technology unless you tell them about it earnestly, repeatedly and relevantly. You need a well-crafted Market Plan to get credit for your products. Get the full list of startup marketing mistakes at [marketengineering.com](http://marketengineering.com).

## **Marketing Mistake #10: Confusing Communications With Marketing.**

Communications is an important part of marketing, but it is only one part of many for a mature marketing driven company. Market plans must coordinate customers, channels, communications, competencies and cost. The trick is to engineer a marketing plan that inspires and leads your development plan, and then communicate it. That's where Market Plan Engineering comes in.