

No.1



5 STEPS TO LAUNCHING A SUCCESSFUL START-UP BUSINESS

**The no-fluff entrepreneur's guide to
launching your start-up successfully**



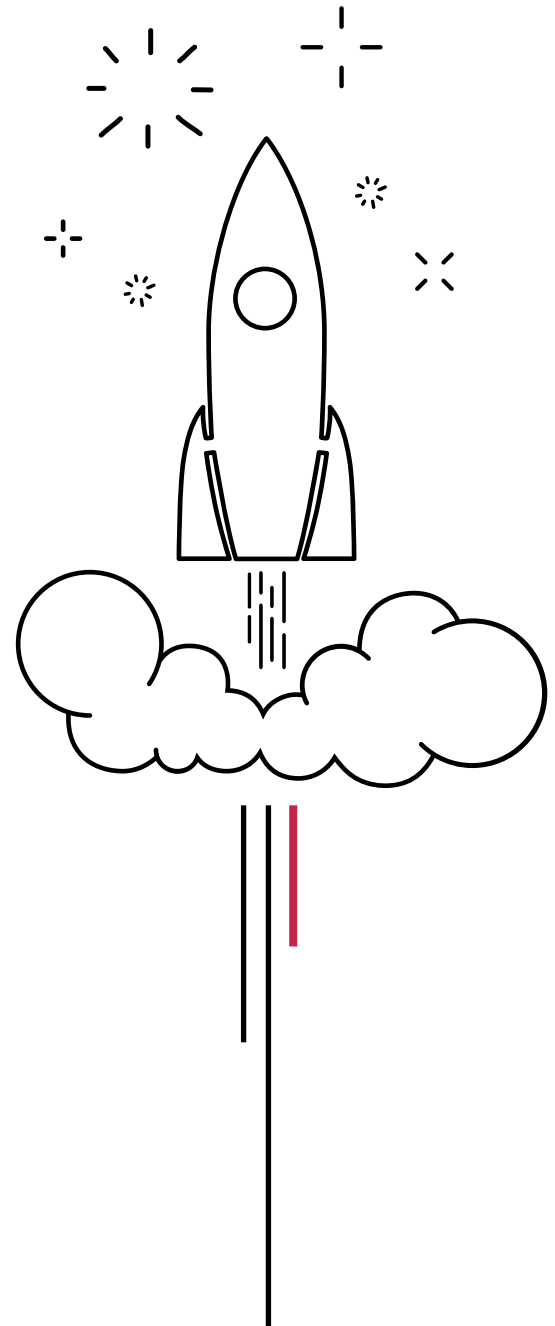
YOU HAVE AN IDEA, HERE'S WHAT COMES NEXT ...

Launching a start-up is an exciting time and there's a lot to do in order to turn an idea into an operational business. The one thing that successful start-ups all have in common is planning – this includes strategically setting up the right business structure, developing a memorable brand communications style and then effectively launching and marketing the brand.

Establishing these things early on will ensure you have all the foundations for success in place from the beginning so you can focus your time and effort on growing the business.

This no-fluff checklist outlines the five essential steps you should take to ensure your start-up launches successfully.

Let's get started.



01

STRUCTURE YOUR BUSINESS

Planning your business structure is one of the most important first steps for every start-up. By understanding all of the operational aspects of your business, you will be able to identify your strengths and weaknesses early on and begin working to address these.

You can establish a well-structured business by taking the following steps:

- Registering your business, including applying for an ABN/ACN, GST and a trading name. You may also want to trademark key brand elements at this time.
- Setting your business' legal structure – are you a sole trader, partnership, trust or company?
- Obtaining appropriate business systems and tools such as software and hardware.
- Adhering to any legal requirements and obtaining licences and permits.
- Organising the relevant insurances for your business sector.
- Understanding your finances – working out your start-up costs, running costs and pricing system.
- Writing a strategically aligned business and marketing plan.
- Establishing a network by surrounding yourself with key advisors like a lawyer, an accountant, and a marketer.



Your business model and business structure is likely to change over time, but these activities are an important first step in understanding what is required to get your business up and running.

Insider tip

An accountant or financial planner is the best person to speak to regarding the legal structure for your business, as they will be able to provide recommendations based on your current circumstances and future goals. To learn more about structuring a business, head to:

www.business.gov.au

02

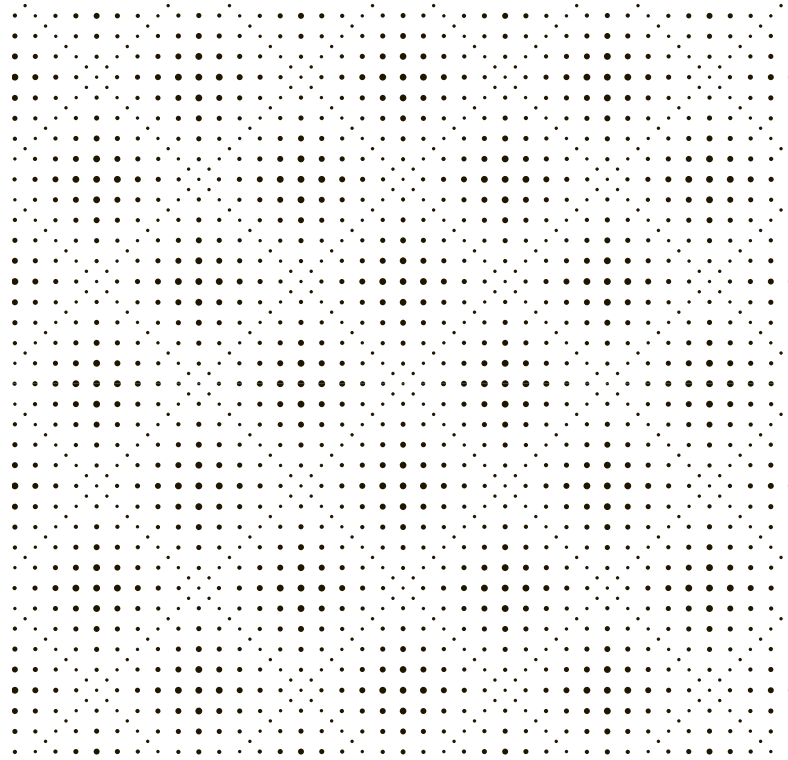
DEVELOP A RECOGNISABLE BRAND

Good branding is now a common denominator across all successful businesses. The look, feel and language of your brand will be a deciding factor in whether you succeed in attracting your ideal customers. To create a brand, you'll need to conduct market research, develop a strategy, design a visual identity and establish brand guidelines.

The process should be systematic and follow a framework. At Viabrand, we follow a three-stage process of discovery, strategy and identity that ensures every new brand is built for success.

Your branding process should include the following steps:

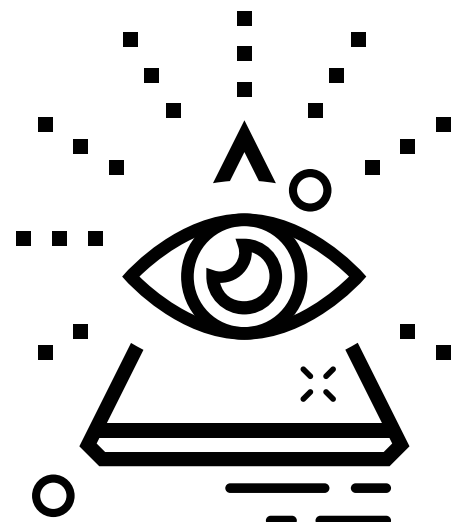
- Identify your ideal customers, profile their personalities, and identify what will appeal to them about your product or service.
- Research your competitors, the market, media - get your hands on all of the statistical insights you can to inspire your strategy.
- Determine the type of personality your brand will have, the language, tone of voice and messaging style you'll use - be sure it's the kind of personality that will appeal to your ideal customers.
- Develop a colour palette, typography, logo, iconography, photography and design elements that suit your brand personality and appeal to your ideal customers.



Insider tip

It's never too early to start building brand equity – it's one of your greatest business assets. Once you have developed your brand, speak with your marketing strategist about ways you can begin promoting your brand even before you launch.

- Apply the messaging, colours and imagery to all business communications touchpoints, including stationery, digital communications, marketing and sales materials, advertising, social media channels and website.



03

ESTABLISH AN ONLINE PRESENCE

Most customers' first impression of your business will occur online. They may find you via a Google search, social media or a direct link to your site passed on as a referral. No matter what stage of the customer journey they are at, people use the web to research and establish the credibility of brands before making contact.

There are three pillars of an effective and cohesive online presence:

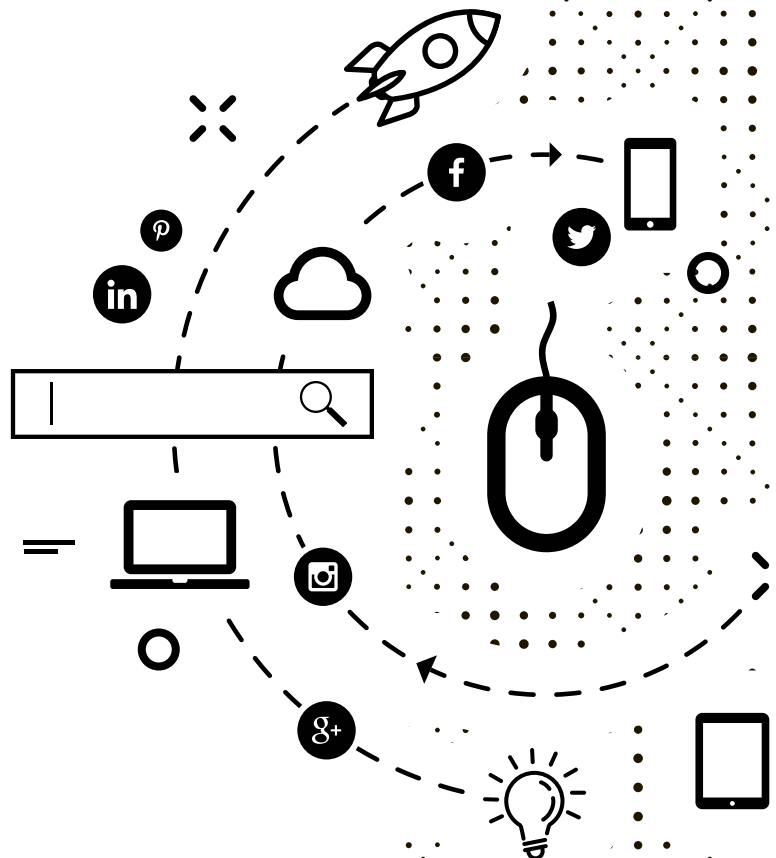
- A professional website
- An active social media presence
- Listings on online directories

Having these things in place before you launch a start-up will ensure your business has a professional presence from day one.

Insider tip

There are a number of free platforms you can use when establishing a digital presence, including social media channels and online directory listings.

<http://blog.hubspot.com/blog/tabid/6307/bid/10322/the-ultimate-list-50-local-business-directories>



04

CREATE A LAUNCH CAMPAIGN

The launch campaign is one of the fun parts of creating a new start-up. Devising a successful marketing campaign to coincide with your start-up's launch will ensure your ideal customers know what you have to offer.

Elements of a successful marketing campaign include:

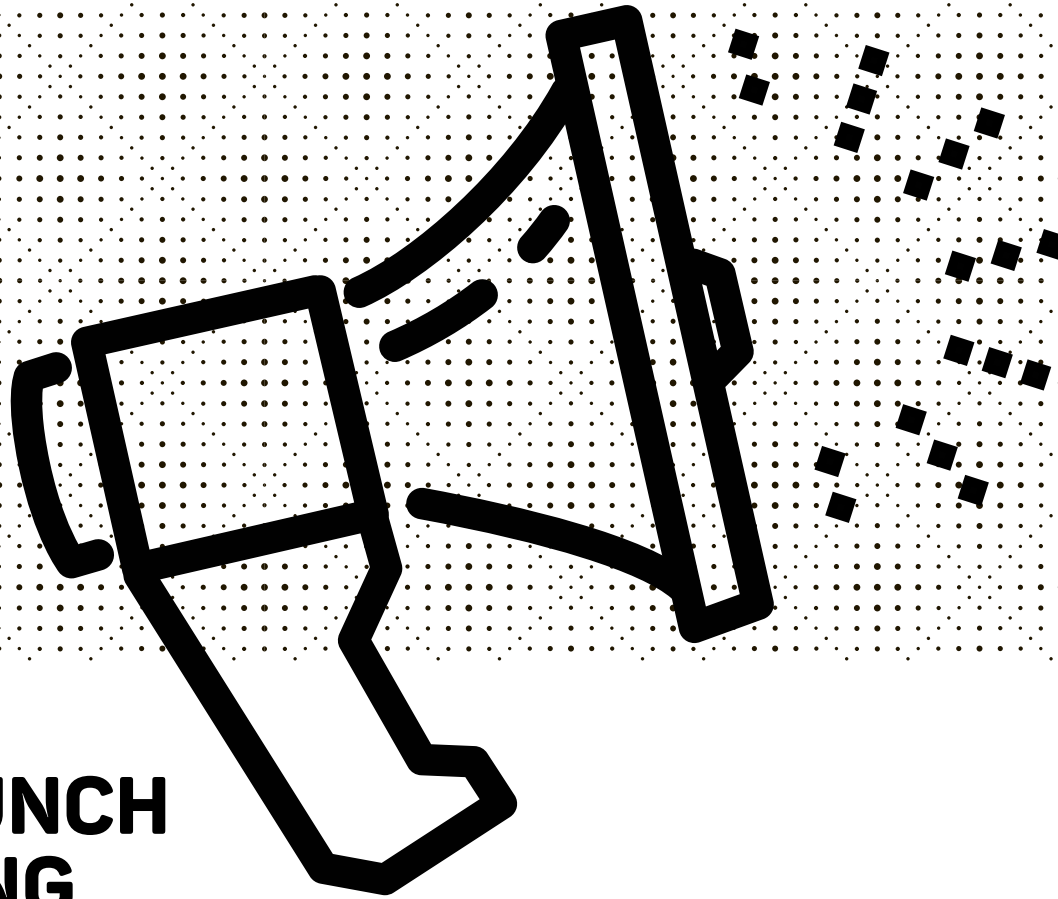
- Strategy**
Making sure you're strategically timing your advertising, promotion, press releases and events, and communicating with consistency.
- Promotion**
Using proven sales tactics such as advertising, coupons, competitions and contests.
- Events**
Inviting prospects to a launch event, securing a stall at a tradeshow or relevant industry event, or hosting an information night.



Insider tip

Undertake at least one activity from each segment to have a varied and strong presence – you never know where a customer or lead will come from, especially in the early days. For innovative marketing campaign ideas, see this list by Forbes.

www.forbes.com/sites/groupthink/2016/12/10/20-ingenious-marketing-campaigns-to-inspire-your-startup/#400fb15f1e50



05

POST-LAUNCH MARKETING

Once the brand has launched, don't lose your momentum. Keep your marketing activities up to remain at the forefront of people's minds when they are considering a product or service such as the one you're offering.

Elements of an ongoing marketing strategy should include:

- Digital marketing and content, including social media and inbound marketing
- Visit www.marketo.com/marketing-topics/b2b-marketing-strategy/
- Promotions such as offers, competitions and other sales strategies
- Sales calls and direct marketing utilising brochures and flyers
- Attending and hosting events such as networking and presentations
- Advertising through traditional media channels like print, billboard, TV and radio

Pro tip

After you have launched, you can start to track the behaviours of your customers. This will help you to better understand who is most likely to spend money with you and how to keep them coming back. Huffington Post has more details on strategies you can use to continue refining your marketing strategy.

www.huffingtonpost.com/daniel-scalco/5-b2b-marketing-strategie_b_9512520.html



ARE YOU READY TO LAUNCH A START-UP?



We hope you found this checklist helpful and that you have been inspired by some of our favourite resources. For even more advice, check out our other resources at www.viabrand.com.au/resources

As you have seen, there is a lot involved in building a successful brand and keeping it performing well. Our team is available to help get you up and running sooner with the key branding strategies and tools you need to ensure your start-up becomes a long-term success.

Lets get started!

Contact our studio on **(07) 3180 1416**
or getstarted@viabrand.com.au
for an obligation free chat.

www.viabrand.com.au