



# Marketing Priorities by Stage



Maturity (Revenue)	Primary Marketing Objective	Marketing Activities	Rationale
 No revenue	Build an audience	Start with - <ul style="list-style-type: none"> <li>• Thought leadership               <ul style="list-style-type: none"> <li>◦ Founder Social Media</li> <li>◦ Podcast Guest Appearances</li> <li>◦ Other speaking engagements</li> </ul> </li> </ul>	The most cost effective and impactful way to build an audience and awareness.
 Some revenue (<\$1-2mm ARR)	Create evidence + Nurture and engage audience	Add in - <ul style="list-style-type: none"> <li>• Create evidence               <ul style="list-style-type: none"> <li>◦ Customer Reviews</li> <li>◦ Case Studies</li> </ul> </li> <li>• Nurture &amp; engage audience               <ul style="list-style-type: none"> <li>◦ Email Marketing</li> <li>◦ Social media (company account)</li> </ul> </li> </ul>	Buyers need to see evidence and credibility to convert.  Not all of your buyers are ready now. Stay in their orbit until they are through social and email.
\$1-2mm+ ARR	Full funnel marketing to scale	Add in - <ul style="list-style-type: none"> <li>• Content</li> <li>• SEO</li> <li>• PR</li> <li>• Paid search/media (maybe)</li> </ul>	By this stage you have the revenue and budget to pay for content, SEO, PR, etc. Now you have the means to amplify, accelerate, and extend your marketing efforts.