How To Sell Like A Startup

Piper Jackson-Sevy
VP – Growth
piper@flytedesk.com
@flytedeskpiper
Who are you?

Why should I listen to you?
1. Use a CRM & sales funnel
2. Customer Journey Mapping
3. You are the expert
Red Lobster • @redlobster 6 Feb 16
"Cheddar Bay Biscuits" has a nice ring to it, don't you think? #Formation @Beyonce pic.twitter.com/QzgVtYAKNo

xONecole • @xonecole 6 Feb 16
We were hoping @redlobster wouldn't disappoint us but... pic.twitter.com/C29cvwZpjW

Red Lobster • @redlobster 6 Feb 16
"Cheddar Bay Biscuits" has a nice ring to it, don't you think? #Formation @Beyonce pic.twitter.com/QzgVtYAKNo

BEN LADEN • @KINGS0L0M0N 6 Feb 16
@redlobster fire ur agency. Then fire everyone who hired them
	10:47 PM - 6 Feb 2016
4. Be authentic
5. Be rabid
6. Test and iterate your pitch
6. Say yes first, ask questions later
7. Innovate based on what your clients want
8. Network, network, network, network
9. Create moments to connect with your clients
10. Make it easy to say yes
11. Tracking & Data
Case Study
NextGen Climate

NextGen set out to encourage millennial voters to think of the climate when voting for a candidate in the 2018 election. They used college media print advertisements, sponsored content, and coasters in college bars, in a first-of-its kind effort to engage college students in swing states at college, meeting them where they are – on campus.

The Impact
Post-campaign surveys showed an increase in awareness of NextGen Climate as well as support for key issues highlighted by the campaign. Nearly as many students saw ads in their student newspaper as those who saw ads online, which demonstrates the important role traditional print media still plays in advertising.

Media Placement

| Print Ads: | 471 total |
| Digital Ads: | 486 days |
| Coasters: | 103,500 total |
| Target Markets: | 7 states |

Total Impressions: 14,953,827

- Students reached: 1,111,502
- 53% saw a NextGen ad online
- 47% saw a NextGen ad in a student newspaper
- 19% saw NextGen ads on coasters

"It is, in our view, the UNC Daily Tar Heel's civic responsibility to publish information that will help students and our community engage public policy as leaders and voters. NextGen's ad campaign supports our journalism and brings forward what may be the most crucial issue that affects this generation and those to come. We're glad to work with NextGen!"

- Daily Tar Heel, University of North Carolina
Thoughts? Questions?