

# **Are you struggling with customer acquisition?**

Here are some tips to  
help startups and  
scaleups



# Really know your audience

Who are they?

What problems are they trying to solve?

What's the trigger that makes them look for a solution?

*Align your solution with their needs*



# Define your differentiated value

What sets you apart from competitive alternatives?

Who cares a lot about that value?

Is it clearly communicated?

*Re-examine your positioning and messaging*



# Refine your sales pitch

Communicate your point of view.

Help prospects understand your differentiation and why it matters to them.

A product walkthrough by itself is not an effective first call



# Map the customer journey

Identify bottlenecks and pain points across all touchpoints.

Can you eliminate or streamline steps?

Can you improve the information or your communication at certain stages?

Buyers are 57% of the way through the journey before they engage with your sales team!



# Develop strategic partnerships

Collaborate with businesses that serve your target audience.

Consider co-exhibiting at tradeshows.

Cross-sell each other's solutions.

*Double your reach without doubling your budget*



# Leverage networking and events

Participate in industry events, webinars, online forums, and LinkedIn to connect with prospects.

Seek out speaking opportunities and panel discussions.

*Build your thought leadership*



# Invest in content marketing

Develop high-quality content that provides valuable insight and guidance to your target audience.

Position yourself as an expert in your field.

Re-evaluate how your content is distributed and consumed.

*Quality over quantity*





# Harness social proof

Showcase the stories of happy  
customers.

Encourage reviews.

Testimonials, case studies and reviews  
elevate trust



# Champion referrals

Consider incentivizing or encouraging existing customers to refer others.

Happy customers can be your best salespeople.

Word-of-mouth is often the most effective channel



**Measure and  
analyze your  
results.**

**Optimize to drive  
growth.**



I help B2B tech founders and  
CEOs **drive growth** with  
marketing strategy and  
execution guidance.

[mcclurgmarketing.com](https://mcclurgmarketing.com)

**Richard McClurg**  
Fractional CMO | Marketing Advisor

