

STARTUP BRANDING FUNNEL: FIND YOUR PERFECT BRAND-MARKET FIT TO HACK YOUR GROWTH BY MAJA K RUZZIER, MITJA RUZZIER



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Maja K Ruzzier, Mitja Ruzzier

STARTUP BRANDING FUNNEL



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Review

"In their book, Startup Branding Funnel, Professors Maja and Mitja Ruzzier go straight to the heart of a process to find a perfect brand/market fit that is clear, logical, and of crucial importance to any early stage company that seeks long-term success. Maja and Mitja are clearly thought-leaders in the area of branding and their book constitutes a 'must-read' for startup founders and intelligent investors, alike." - Jeff Burton, entrepreneur and educator, San Francisco Bay Area, USA

"Drawing on a plethora of cases and neatly driven by the Startup Branding Funnel, this well grounded book should be of assistance to startups. Written by two respected academics who contribute to advancing knowledge, this book admirably clarifies a well conceived approach to branding for startups." - Prof Leslie de Chernatony, author of Creating powerful brands and From brand vision to brand evaluation, UK

About the Author

Maja & Mitja Ruzzier + 40 co-creators

Maja is an associate professor of marketing (at Faculty of Economics, UL), specialized in branding. Mitja started his career as an entrepreneur with his own company but recently moved to academics. Currently, he is a professor of entrepreneurship (at Faculty of Management, UP). Maja is systematic and a good observer of people and their changes in behavior. Mitja is a visionary and creative person. They have also joined forces professionally at the intersection of their primary professional areas as well as their different personal characters. In addition to being lecturers, researchers, consultants and speakers, they are the authors of several books, including Marketing for Entrepreneurs and SMEs. Lately, they have begun to observe startups and their approach toward branding. In doing so, they have travelled to and visited many startups around the globe, including startups from Silicon Valley and the East Coast in the USA as well as startups in different European countries. Their passion lies in discovering the challenges of branding - specifically, how brands evolve into dynamic entities and engage entrepreneurs and modern consumers to become their co-creators.

This was also the approach in their latest book, *Startup Branding Funnel*, which they prepared together with more than 40 co-creators (successful startup founders and other stakeholders) around the globe. Learn more about the book and get a free chapter: sbfunnel.com

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As one of the window to open up the brand-new globe, this *STARTUP BRANDING FUNNEL: Find Your Perfect Brand-market Fit To Hack Your Growth By Maja K Ruzzier, Mitja Ruzzier* provides its incredible writing from the writer. Published in one of the popular authors, this book **STARTUP BRANDING FUNNEL: Find Your Perfect Brand-market Fit To Hack Your Growth By Maja K Ruzzier, Mitja Ruzzier** turns into one of one of the most ideal books just recently. Really, guide will certainly not matter if that **STARTUP BRANDING FUNNEL: Find Your Perfect Brand-market Fit To Hack Your Growth By Maja K Ruzzier, Mitja Ruzzier** is a best seller or not. Every publication will always provide finest sources to get the user all finest.

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Do you wonder why Apple, Dropbox and Twitter are so successful? It is not because they were able to design an appealing logo and technically perfect product or service, but because they were and are still capable of forming unique relationships with their customers.

These companies are able to brand for today's circumstances. They understand new rules, how to brand and go beyond products and logos. The magic is in making passionate customers who want to be in a relationship with your brand. Good branding emanates from great stories that customers will not only love but be prepared to co-create and share with their friends. Obviously, the branding game has changed. Thus, the Startup Branding Funnel (SBFunnel) handbook is designed for all those (startup founders, managers, investors, marketers, designers, consultants, and others) who are prepared to take the challenge and become creators of dynamic and successful brands!

SBFunnel gives you a powerful and tested tool for understanding, developing, implementing and maintaining strong brands that deliver a unique customer experience to hack your growth. SBFunnel is about the questions you must ask and answer to succeed in developing great brands, including some examples of the proven approaches of startups that have successfully answered those questions.

SBFunnel explains the main secret of dynamic branding: although their perspectives are different, both the entrepreneur and the customers are looking at the same brand. To understand in which direction to evolve, entrepreneurs should follow the proposed four phases of the process (investigate, develop, implement, validate and evaluate), which represent one SBFunnel loop. With help of the main building blocks, entrepreneurs should intensively investigate the market situation, develop an appropriate story and upgrade it with visual elements, spread it first within the company and later communicate and deliver it to customers. The whole process has to be validated, evaluated, and so co-created by potential and real customers. Because branding is a dynamic process, entrepreneurs can ride through several loops.

Within this book, you will learn:

- How to understand brands from both customers' and entrepreneurs' perspectives in order to form unique relationships.
- How to develop and communicate unique brand stories to engage your customers.
- How to find product-market fit and upgrade it to brand-market fit.

- How to use SBFunnel tool to systematically answer questions among proposed SBFunnel building blocks.
- How successful book co-creators (like BellaBeat and GoOverseas) and other startups (like Buffer and Zappos) succeeded in answering those questions to build powerful brands.

The book was written by a marketing and an entrepreneurship professor, Maja and Mitja Ruzzier, and co-created by more than 40 startups (of these, 7 were successfully funded on Kickstarter and Indiegogo, 11 have received extensive VC funding, and 8 were accepted and went through the best accelerator programs) and other stakeholders (VCs, consultants, educators, marketers, students), geographically spread across 4 different continents.

Join us in our journey along the SBFunnel and follow our rules of dynamic branding: Go beyond product and logo. Engage your customers. Create your story. Become a successful brand.

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0 of 0 people found the following review helpful.

revealed branding in a manner that is easy to understand and implement in any organization

By Andrej Zigon, Alliance ASE

Before reading the book I was turned off by branding, even though I thought that branding is very beneficial for any organization due to the fact that branding is a complex process that requires huge amounts of resources and money which only corporate size Godzillas can afford to pursue.

Unlike any other literature that I have read in the past, this book has, by using a disruptive approach, revealed branding in a manner that is easy to understand and implement in any organization. As SBFunnel is a dynamic process, it fits perfectly to the rapidly changing environment of the establishments I am involved in. For sure I will implement the SBFunnel principles as soon as possible, one relationship at a time!

I recommend this book not only to every start-up geek but also to corporate suits, because as the book reveals, "Stability is becoming a thing of the past!"

0 of 0 people found the following review helpful.

I found the book very useful and practical

By Tina B Kregar

I found the book very useful and practical, since it guides you step-by-step through the SBFunnel. By my opinion it currently represents the best and quickest way to gain the necessary knowledge on how to obtain an optimum brand-market fit. Besides, the book is very well organized and has a number of excellent case studies of various startups with whom the authors have validated their approach.

I am sure the book will be of great assistance to startups, scholars and business students as well during their process of discovering the importance of branding in today's hypercompetitive economy.

0 of 0 people found the following review helpful.

Inspiring practical cases

By Blanka Tacer

If you are searching for a simple source with a bunch of practical cases, but still evidence-based recommendations, this is the right book. *Startup branding funnel* is easy to understand framework which can be immediately applied into practice if you are on your path of developing a brand.

For me it was really useful to see how can we apply lean startup approach to branding. I enjoyed useful practical tips for developing brands supported by real examples. The whole book is one source for everything you need to know about brands.

See all 8 customer reviews...

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