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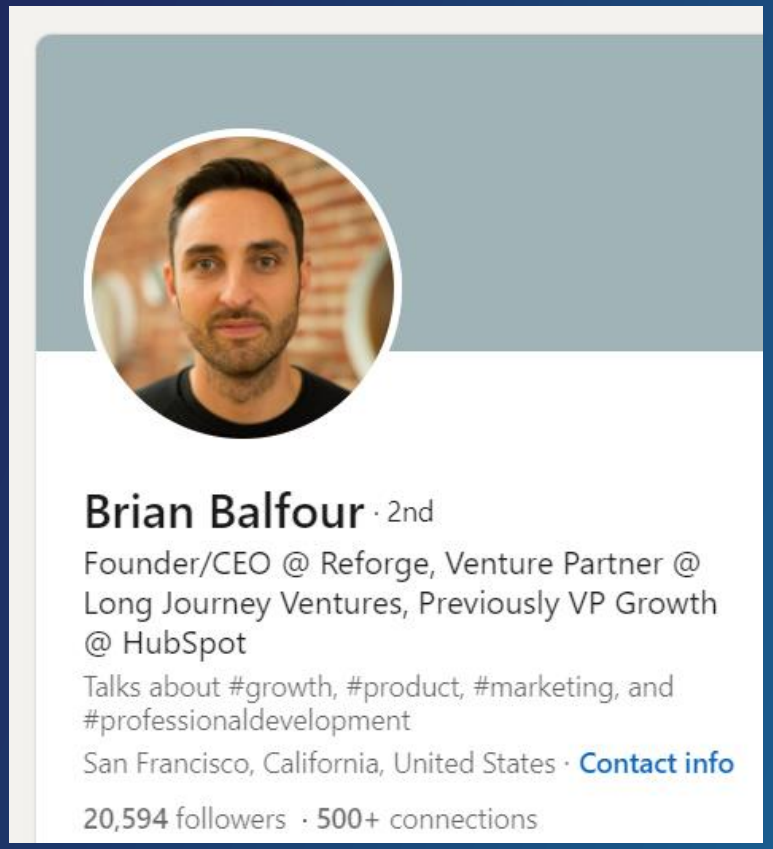
AN AUSTRALIAN GOVERNMENT INITIATIVE

Creating fit-for-purpose scalable marketing channels

Presented by Tristan Senycia

Inspired by Brian Balfour's Essays



- Brian Balfour.com essays
- Specialises in Growth, Strategy & User-Acquisition
- VP of Growth @ Hubspot
- Venture Partner @ Long Journey Ventures

Benefits of Essays

- Contain explanation videos
- Dispels a lot of growth 'myths'
- Explain very sophisticated concepts simplistically
- Get more precise in your use of growth/scaling terminology
- Growth ideas sent straight to your inbox

Brian Balfour Essay’s

Old Favourites

- Why Product-Market Fit Isn't Enough
- The Road to a $100M Company Doesn’t Start with Product
- The Never-Ending Road To Product Market Fit
- Traction vs Growth

Brian Balfour Essay's

Other Interesting ones:

- Growth vs Marketing vs Product
- Avoiding The Wheel Of Meaningless Growth
- The Model Market Fit Threshold & What it Means for Your 'Growth Strategy'
- Get Out of the ARPU-CAC Danger Zone with Channel-Model Fit
- Product-Channel Fit Will Make or Break Your Growth Strategy

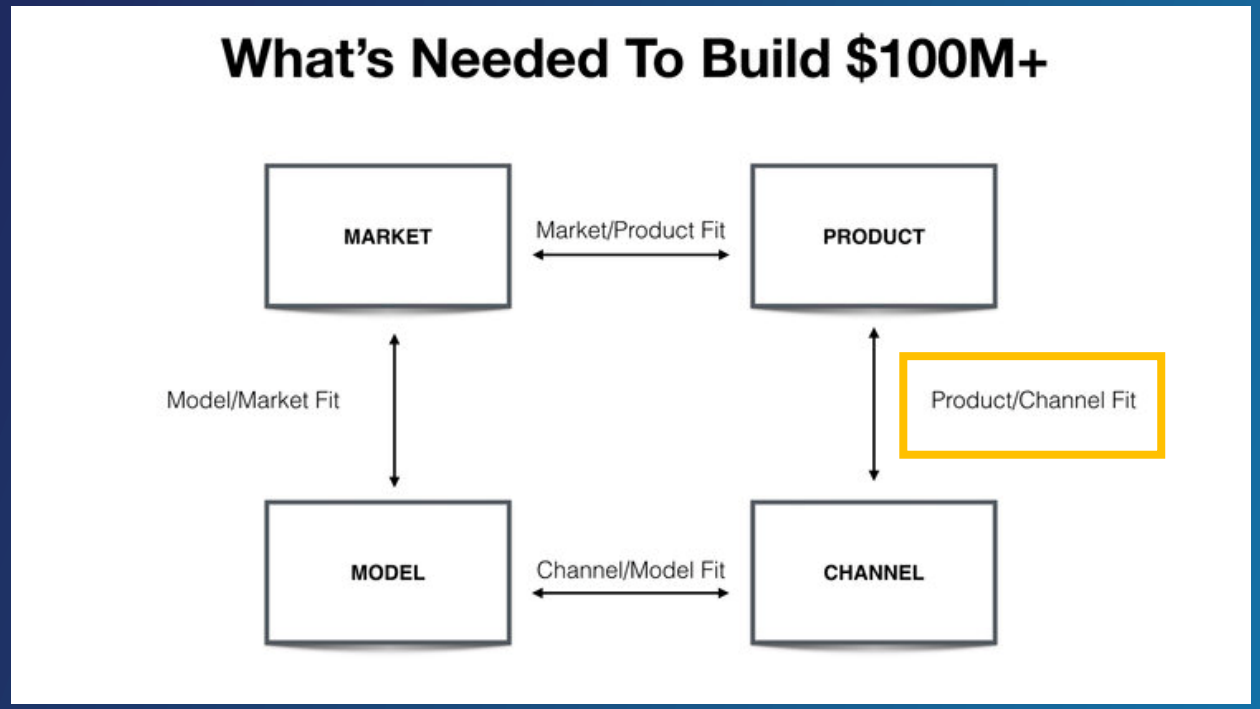
Brian calls out founders' obsession with Product-Market Fit

Since the launch of the Lean Startup there has been a practical obsession with achieving Product-Market fit.

Which while critically important to the success of Startups and Small Businesses this overlooks the need to achieve all the other fits:

- Product<>Channel Fit
- Channel<>Model Fit
- Market <> Model Fit

4-Fit Framework for Growth



If you'd like to check out this series

- Market <> Product Fit
- Product <> Channel Fit
- Channel <> Model Fit
- Model <> Market Fit
- How The Four Fits Work Together

Product-Channel fit doesn't exist in isolation of the other fits

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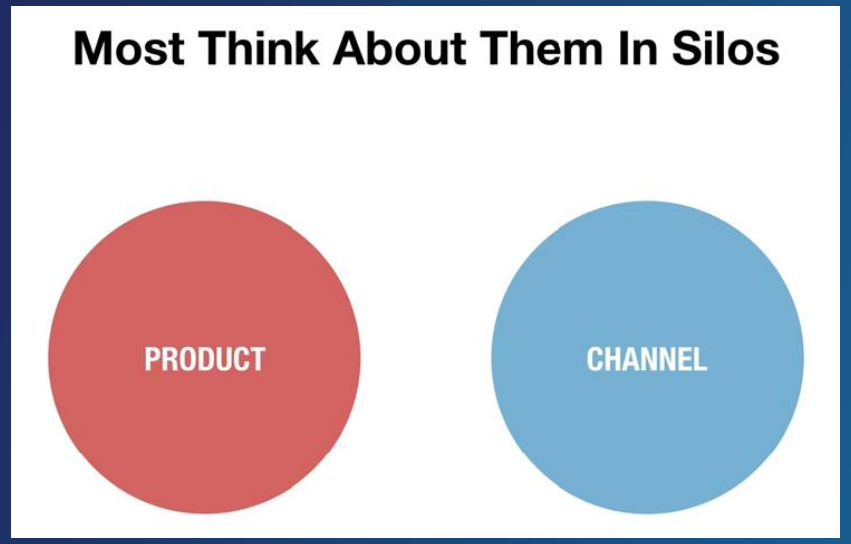
What is Product-Channel Fit and how can we tighten this fit?

What does Product Channel Fit actual mean?



- Products are built to take advantage of specific channels
- Channels do not mould to products (OR DO THEY?)
- We control our product, but we don't define the rules of the channel
- The channels decide the rules – i.e.
  - Google defines what get's ranked in SEO
  - Facebook defines what gets displayed in their feed
  - Gmail – primary, social, promo, spam tabs

Do you need to mould your product to fit into the channel in all cases?

NOT STRICTLY!

It does apply to off-the-shelf channels (uncontrollable channels/we can't contact with channel owner), i.e.

- Google
- Facebook
- LinkedIn
- Instagram
- Amazon
- Alibaba
- Tiktok etc etc

Then there are customisable channels

But today I want to talk about channels you CAN influence/create

- Privately owned email database
- Email databases owned by an organisation
- Privately-owned facebook groups
- Government programmes
- Workshops
- Webinars
- Events

How do you influence them?

- Meetings with channel owners/stakeholders
- Phone calls with channel owners
- Masterminds

Leading to:

- Win-win partnerships
- Co-created projects

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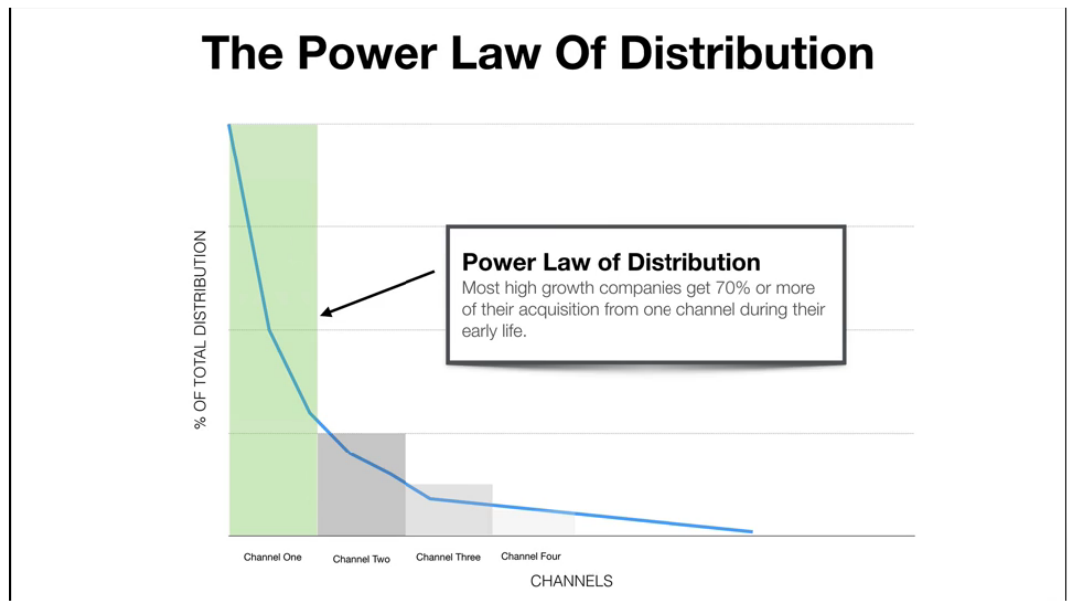
How I manually tighten my Product-Channel fit ☺

My best channels (so far) as a Small Business / Startup Strategy Advisor

Channel Type	Marketing WHAT?
1 = My monthly newsletter	Workshops/Webinars
2 = The remarketing of my newsletter, through other's newsletters	Workshops/Webinars
3 = Workshop/Webinar on hot topic	1-on-1 Sessions
4 = LinkedIn (Professional social media)	Brand Awareness Photos from events, particularly speed networking

Key asset = relevant databases > Reach X Relevance

Power Law of Distribution



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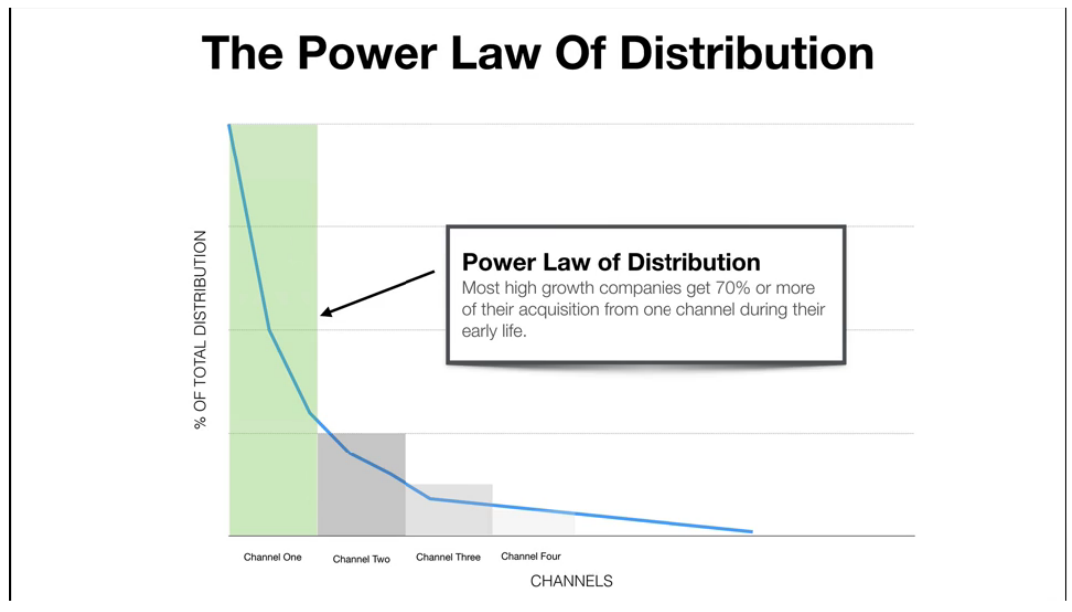
Focussing on channels that work the best

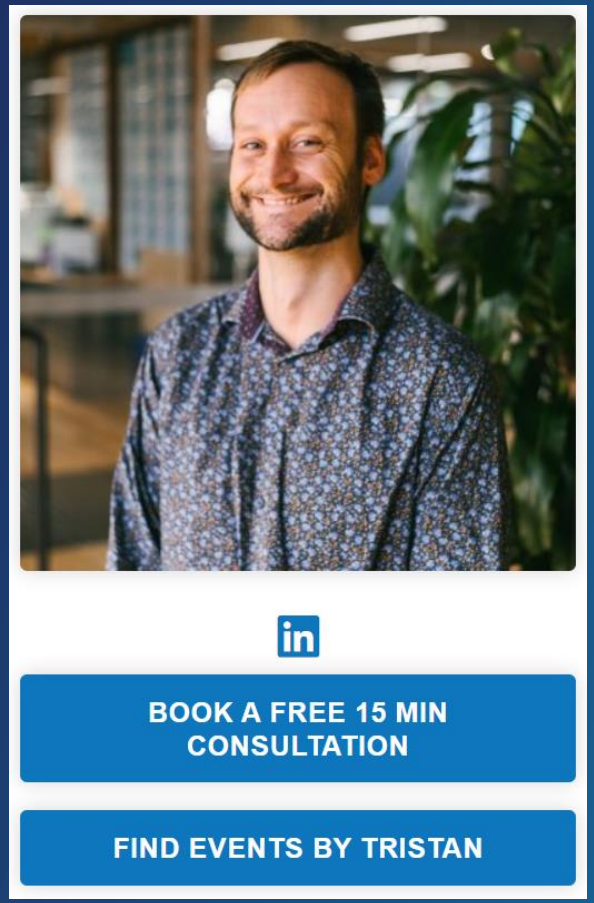


- Flies in the face of the conventional thinking around channel diversity
- Best level of Product-Channel fit >> Best channel performance
- It’s hard to build a product that fits in multiple highly scalable channels

Reflective questions to ask ourselves

- Which channels should you be spending more time focussing on?
- Which channels should you be spending less time focussing on?
- Can you build a CUSTOM channel for your product/service?
- Can you CUSTOMISE an existing channel to hit a higher level of Product-Channel fit?

My most common Mentee Journey



	Mentee Step
1	Becomes aware of my workshops/webinars from newsletter/LinkedIn/Speed Networking
2	Attends workshops/webinars
3	Gets HUGE value
4	Receives follow up email with links & useful content/information
5	Books a 15 minute startup/small business catch up
6	Identify the problems/issues we want to tackle using Digital Solutions
7	Register for Digital Solutions nominating preferred advisor as myself or other advisor
8	Time is booked into my calendar

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My marketing strategy drives Mentees through my ‘Mentee Journey’

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CUSTOMISING existing channels to hit a higher level of Product-Channel fit?

Progress made towards Product-Channel Fit with various Channel Owners

Database	Location	Approx Size	Level of Alignment	Product-Channel fit Channel integration	Outstanding questions	Contact
My own	QLD+WA	450	0	N/A	N/A	N/A
The Unleashed Zone	WA	?	0	Newsletter	None	Stephen
Business Station (whole database??)	QLD+WA	15000	1	Digital Solutions	How do they select workshops for their newsletter?	Caitlin
TAFE Queensland	QLD	?	1	Expressway	How big is their database?	John
Brisbane Business Hub	QLD	?	1	Hybrid Workshops		Emily
Morning Startup	WA	5000	1	Promote 2-3 events coming up		Dave/ Scott
Expressway	QLD	1000	1	Organise expressway		Ian/John
ACE Network	QLD	550	1	Hybrid Workshops		Ian/John
Spacecubed	WA	?	1	Hybrid Workshops		Lauren
GCHub	QLD	4500	1	Newsletter		Sharon
AngelLoop	QLD	?	2	Newsletter	Do they have a newsletter? Are they willing to promote my events?	Simon
QI hub	QLD	?	2	??	Do they have a newsletter?	??
Smart Precinct NQ	QLD	?	2	??		Cassandra?
AC / i4Connect	QLD	?	2	??	Do they have a newsletter?	Larry?

Achieving Product-Market-Channel-Model Fit with The Unleashed Zone (TUZ)

- Stephen Carroll called out of the blue
- We ran WA Unleashed 2021 together, membership included of ICN
- Newsletter driven initiative
- Shares what's going on in the Innovation Ecosystem in WA with TUZ members
- Remarket my Workshops & Webinars

Maintaining Product-Market-Channel-Model Fit with The Unleashed Zone (TUZ)

- Continue to send newsletters
- Check TUZ weekly newsletters
- Continue to have Innovation Masterminds
- Call Stephen Carroll if unsure if he's embedded workshops/webinars in:
  - Innovation Calendar
  - Weekly newsletters

Tracking Performance of newsletter distribution

Request Marketing Analytics

- Newsletter open rates [Mailchimp]
- Click through rates on different workshop/webinar topics [Mailchimp]
- Unsubscribers [Mailchimp]
- Workshop / webinar attendees [Eventbrite]

Achieving a tighter level of Product-Channel fit + Fully opening more channels

Database	Location	Approx Size	Level of Alignment	Product-Channel fit Channel integration	Outstanding questions	Contact
My own	QLD+WA	450	0	N/A	N/A	N/A
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AC / i4Connect	QLD	?	2	??	Do they have a newsletter?	Larry?

Achieving a tighter level of Product-Channel fit + Fully opening more channels

Database	Location	Level of Alignment	To do
My own	QLD+WA	0	Add more subscribers
The Unleashed Zone*	WA	0	Call Steve from time to time Maintain collaborations as part of **Innovation Mastermind**
Business Station (whole database??)	QLD+WA	1	Add Startup tag within database? Discuss with Caitlin how she decides which workshops/webinars to showcase
TAFE Queensland	QLD	1	Further discuss collaborations as part of **Expressway collaboration**
Brisbane Business Hub	QLD	1	Invite to **Innovation Mastermind**
Morning Startup	WA	1	Further discuss collaborations at an opportune time
Expressway	QLD	1	Further discuss collaborations as part of **Expressway collaboration**
ACE Network	QLD	1	Further discuss collaborations as part of **Expressway collaboration**
Spacecubed	WA	1	Invite to **Innovation Mastermind** Start executing more combined initiatives
GCHub*	QLD	1	Further discuss collaborations as part of **Innovation Mastermind**
AngelLoop*	QLD	2	Further discuss collaborations as part of **Innovation Mastermind**
QI hub	QLD	2	Further discuss collaborations
Smart Precinct NQ	QLD	2	Further discuss collaborations
AC / i4Connect	QLD	2	Further discuss collaborations as part of **Innovation Mastermind**

Achieving a tighter level of Product-Channel fit

Startup + Innovation Advisors

1. Tristan Senycia (me)
2. Simon Horne (AngelLoop)
3. Sharon Hunneybell (Gold Coast Innovation Hub)
4. Stephen Carroll (Innovate Australia CEO+ Founder of The Unleashed Zone)

Appointment of Super Advisors
Innovation Masterminds

Product-Market-Channel-Model fit of this session

Far too advanced for the mainstream

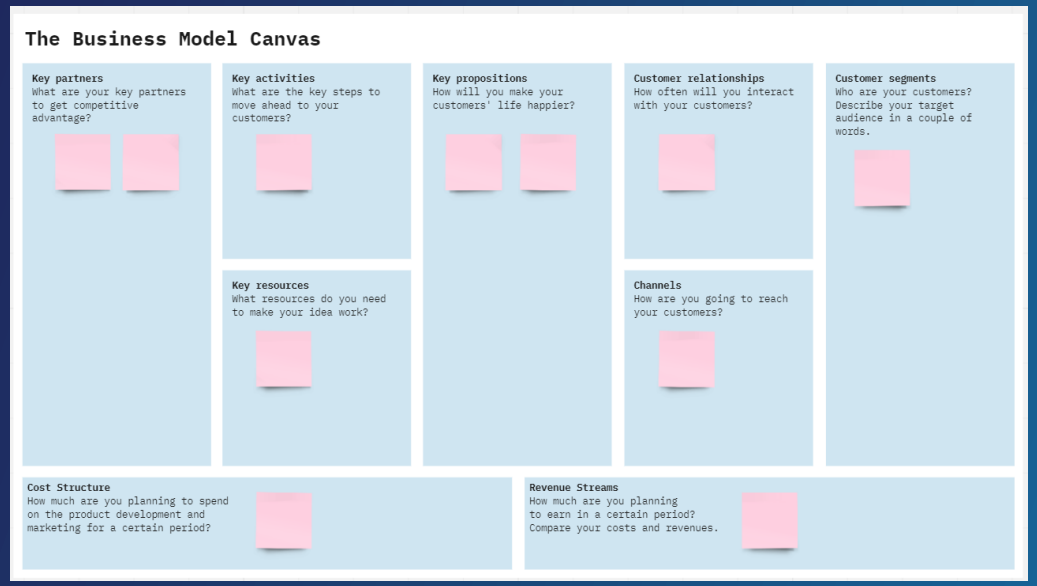
Missed the Zeitgeist

Rename the session something more enticing next time

Refresh the title

Tap into more advanced audience, i.e. Advanced Champion Enterprises network or EXPRESSWAY stakeholder network

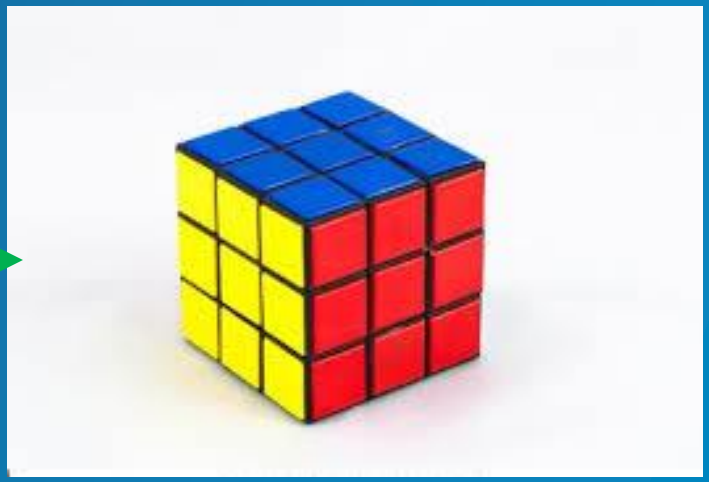
Time to revisit Business Model Canvas ☺



1. Complete your business model canvas using Miro
2. Send it to Tristan@businessstation.com.au
3. Book a session through Digital Solutions to see me
4. I will review it in real time and provide you instantaneous feedback
5. Iterate your Business Model

Outcomes = Tighter Product-Market-Channel-Model fit + increased Revenue-Growth Maturity

Iterate! Iterate! Iterate! (I will help you iterate)



Would you like to work with me on your business or start-up?

"Whether you are just getting started or on the precipice of success…

I want to help shortcut your journey to market-fit & early-revenue growth"

$40+GST for:

- 3 hours of One-on-One
- 4 hours of Group Sessions like this

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How Can We Help?

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Contact me:

Tristan Senycia

tristan@businessstation.com.au

Call me: 0434 963 505

Book me as your PREFERRED advisor

Book 15-min Discovery Meeting

7-hour package for $44