

April Dunford

Independent Marketing Executive at Rocket Launch Marketing

Toronto, ON, CA

Aim for the sky but shoot for the stars! Rocket Launch Marketing's experienced startup marketing executive helps expansion-stage startups

Biography

I have been a head of marketing at 6 startups, 5 of which had successful exits. I am an angel investor, mentor, advisor and board member at a number of startups. I am interested in how startups can be more successful in their marketing efforts through the use of planning, testing and metrics. I am an experienced public speaking have done more than 2 dozen keynote talks at both startup and marketing-oriented events.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Computer Software, Public Relations and Communications, VC and Private Equity, Social Media, Advertising/Marketing

Areas of Expertise

Corporate Communications, Marketing Strategy, Startup Marketing, Brand Development & Marketing, Product Marketing Strategies, Content Marketing, Value Proposition and Messaging, Marketing Roi Measurement & Analysis

Sample Talks

How To Plan and Execute Great Startup Marketing Programs

The success of your business depends on your ability to attract customers. How do you ensure your marketing is the best it can be? This session is aimed at entrepreneurs who want to create more effective marketing programs to grow their business. It describes how to build a marketing plan that takes into account your prospects, their buying process and the market space you play in. It offers examples of how to execute, measure and improve those programs to maximize revenue and profit.

Startup Marketing 101

In this full-day workshop, April Dunford will take you through templates and a process for building a great marketing plan for your business. Topics covered include developing a marketing plan, value proposition and messaging, how to assess who your best target customers are, and measuring the results of your marketing activities. If you're an entrepreneur or marketer looking to acquire customers and drive sales for your startup, you won't want to miss it!

Startup Marketing: A Systems Approach

This talk describes my own experience in finding a repeatable process for building a marketing plan for a growing startup along with how to execute, test, measure and analyze marketing results. Sample slides can be seen here <http://www.slideshare.net/aprildunford/startup-marketing-a-systems-approach>

Random Acts of Marketing are Killing Your Startup

Marketing is a big term that covers lead generation, media relations, content marketing, social media, messaging, sales support and a huge heap of other things. Most startups have a puny budget and few (if any) dedicated marketing folks to get this stuff done. In this presentation, April will talk about the common pitfalls of disorganized startup marketing execution and outline a lightweight template for creating a marketing plan that makes that most of your limited marketing resources.

Event Appearances

Random Acts of Marketing Are Killing Your Startup

International Startup Festival

Panelist: Discovery DemoCamp

Ontario Centres of Excellence Discovery 2010

KEYNOTE SPEECH: Startup Marketing 101

Communitech Entrepreneurfest

KEYNOTE SPEECH: Marketing is Dead, Long Live Product Marketing

ProductCamp Amsterdam

Start-up Marketing – Sharing Best Practices

AccelerateTO

KEYNOTE SPEECH: A Systems Approach to Startup Marketing

International Startup Festival Montreal

Thank you for Being a Friend: Tips, traits and tactics of successful women in tech and social media

NxNE Interactive

KEYNOTE SPEECH: Startup Marketing 101

DemoCamp Toronto

Getting Started with Social Media: A Skeptic's Guide

CNW Breakfast

Startup Marketing 101

HackerYou Startup Marketing Workshop

Education

University of Waterloo

Systems Design Engineering Engineering

Accomplishments

Principal – Rocket Launch Marketing

The success of your business depends on your ability to attract customers. There are more ways than ever to get in front of prospects, ranging from social media, blogging and email to events, public relations and advertising. Rocket Launch Marketing (RLM) specializes in product marketing for startups, helping them grow from early-stage to acquisition. RLM is aimed at entrepreneurs who want to plan and execute effective marketing programs to grow their business.

Advisor – Engagio

Engagio is a Gmail-like productivity tool to manage your conversations in social networks and commenting systems. Engagio gives you visibility about the people behind these conversations and reveals their social identities profile, saving you time and allowing you to connect with them. Engagio derives implicit data from your normal interactions, whether these interactions occur on these networks or inside your Engagio Inbox. Connect your social networks & commenting systems and watch the magic!

Advisor – Guardly

Guardly is a platform for emergency communication that changes the way mobile personal safety is delivered. Smartphone users that find themselves in an emergency situation can alert, connect and collaborate with local authorities as well as their own personal safety networks in a single tap. Guardly is committed to dramatically decreasing the amount of time it takes responders to arrive at an emergency. The company is a member of the National Emergency Number Association.

Entrepreneurship Mentor – FounderFuel

FounderFuel is a mentor driven startup accelerator program that provides seed capital and access to veteran entrepreneurs, angel investors, venture capitalists and senior executives. We've put together a roster of some of the most influential industry veterans we know. Dedicated entrepreneurs, accomplished execs, and influential VCs and Angels, they'll provide the feedback and advice you're looking for to bring you "go-to-market" success.

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