



Stanford eCorner

Marketing Strategies for a Startup Website

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Armen Berjikly, Founder and CEO of Experience Project, talks about different strategies to market a startup, particularly an Internet startup. Berjikly suggests linking to larger sites by building on open platforms such as Myspace and Facebook as well as finding your way into social identification tools such as Digg and StumbleUpon.



Transcript

It's sort of an eternal question. We used, the fact is a lot of other large sites that you can parasite off of, right? So before the Facebook platform, Myspace was very, very open, all right. You could just write anything you want and it would run on Myspace. And so we did build widgets from Myspace earlier on that tried to integrate some aspects of our site with them. And that brought a lot of pretty good traffic, although younger traffic. It does again get the site stretching its legs a little bit. Trying to use search engine in marketing is not usually the best method for it's sort of a broad side. And we took the hard attack first. We're not a health site. We didn't pick like one particular vehicle to go after which makes life much easier when you're launching it because you're going to describe it in one word and you figure out where to advertise, you know your keywords.

And we had this sort of broad. We wanted everyone to be their whole selves. So search engine and marketing is almost excluded from that except for particularly tiny bits of your site. So really I would say it was trying to parasite off some of these larger sites that you could. Another thing that would help a lot was being on the front page of Digg a couple times. And that was really helpful. Front page of Delicious was really helpful. Stumbleupon is a godsend for any new site. I wonder if you guys use it but its just cool sites and then people say this is a cool site brings more people to your site. And it can start, quite a bit of vortex.

So it's sort of the social recommendation sites can really help out broadly interesting sites to begin with. That really helped us in the beginning. And I would say Stumble upon played more than anyone else.