

Early Stage Marketing

Why it's different, and why it's hard



Things You Need to Figure Out

- ⦿ What features to build
- ⦿ How to build them
- ⦿ Pricing
- ⦿ Position + marketing copy
- ⦿ Where to find new customers
- ⦿ How to sell this product
- ⦿ And much more...



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$$ax = 4$$



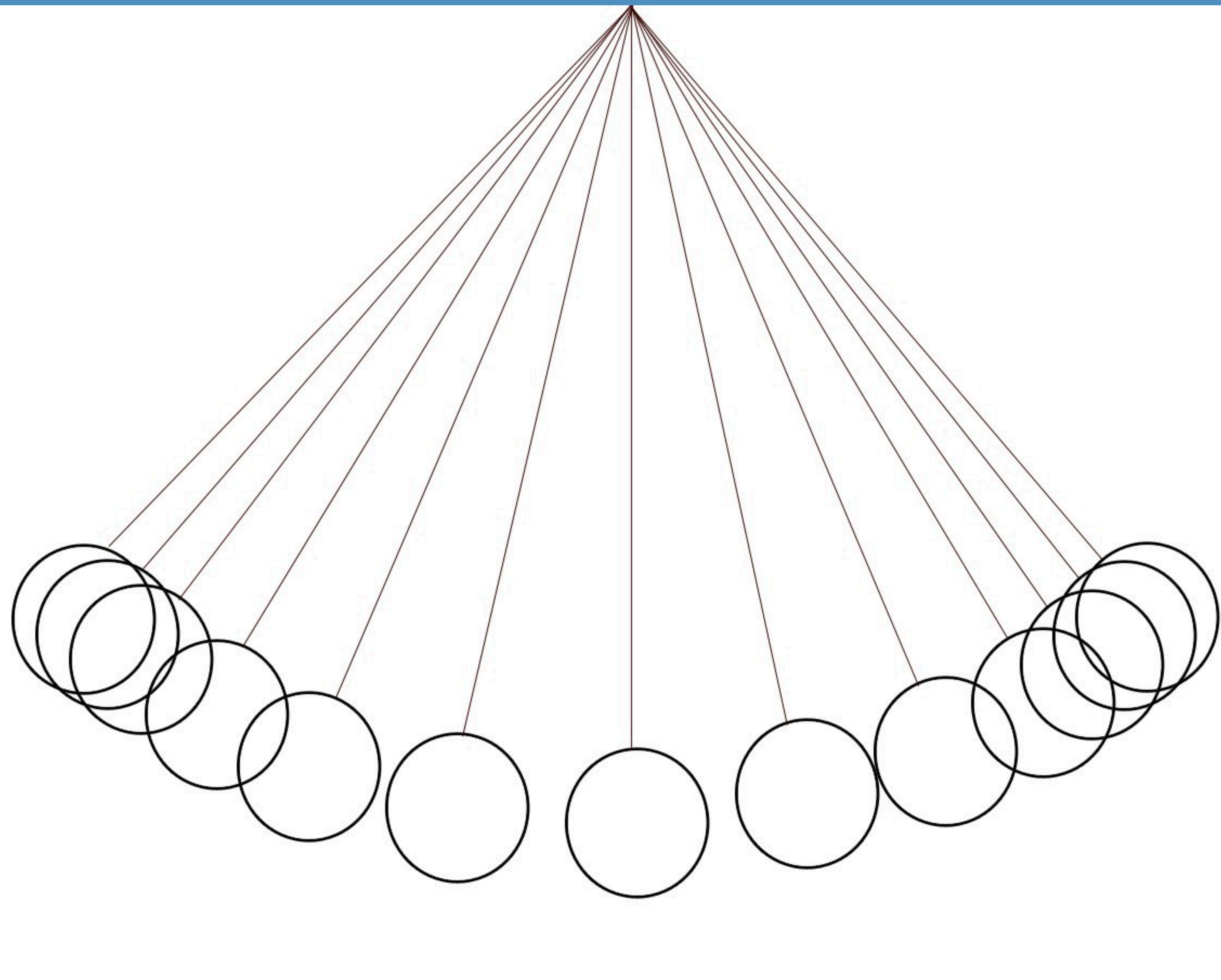
$$ax + bx^2 + cx^3 + dx^4 + ex^5 + fx^6 + \dots$$



How Do I Find My First 10,
50, or 100 Customers?



New
customers



New
features

Do things that don't scale...



Do things that don't scale...
while you look for things that do



Concentric Circle Marketing

- ⦿ Your audience
- ⦿ Your network
- ⦿ Your network's audiences
- ⦿ Cold audiences



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In case you missed it



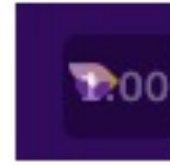
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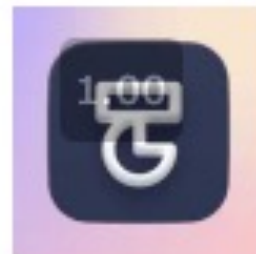
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SaaS Marketing

Software-as-a-Service

What is SaaS marketing?

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13 Answers



Helena Ronis, I've been doing it as a founder and

Answered Fri

SaaS marketing is different from selling products in an e-commerce model. It has different goals, different customer behavior, different key performance indicators, and a different business type - SaaS is a recurring subscription model.

When you think about SaaS marketing it's recommended to start with **awareness**, then **engagement** and **purchase**, and finally **expansion**.

In each stage you'll have a strategy and tactics in how you execute your marketing.

Awareness:

- Content marketing around solving problems and educating the market

... (more)



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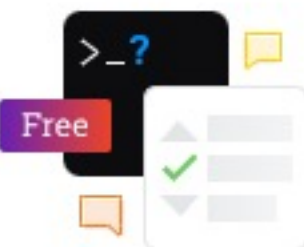
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How do I merge two dictionaries in a single expression (taking union of dictionaries)?

Asked 12 years, 6 months ago · Active 24 days ago · Viewed 2.2m times



5519



1239



I have two Python dictionaries, and I want to write a single expression that returns these two dictionaries, merged (i.e. taking the union). The `update()` method would be what I need, if it returned its result instead of modifying a dictionary in-place.

```
>>> x = {'a': 1, 'b': 2}
>>> y = {'b': 10, 'c': 11}
>>> z = x.update(y)
>>> print(z)
None
>>> x
{'a': 1, 'b': 10, 'c': 11}
```

How can I get that final merged dictionary in `z`, not `x`?

(To be extra-clear, the last-one-wins conflict-handling of `dict.update()` is what I'm looking for as well.)

python dictionary merge

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edited Feb 26 at 8:49

martineau
96.8k · 21 · 134 · 245

asked Sep 2 '08 at 7:44

Carl Meyer
104k · 18 · 102 · 112

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48 Answers

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6898



How can I merge two Python dictionaries in a single expression?

Ask Question

The Overflow Blog

- ✍ "This should never happen. If it does, call the developers."
- ✍ Podcast 322: Getting Dev and Ops to actually work together

Featured on Meta

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- Planned maintenance scheduled for Friday, March 26, 2021 at 9 PM US/EDT...

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Embedding links on your website

Embedding scheduling links is an easy way to let people to book time with you without navigating away from your website. This guide will teach you how to install our embed script and the various ways to trigger scheduling links to appear.

Installing the embed script

Copy and paste the following JavaScript code just before the closing `</body>` tag:

```
<script>>window.SavvyCal=window.SavvyCal||function(){(SavvyCal.q=SavvyCal.q||[]).push(arguments)};</script>
<script async src="https://embed.savvycal.com/v1/embed.js"></script>
<script>
  SavvyCal('init')
</script>
```

Display a link via hyperlink

To open a scheduling link when someone clicks a hyperlink, add a `data-savvycal-embed` attribute to the link.

```
<a data-savvycal-embed href="https://savvycal.com/derrick/chat">Schedule time with me</a>
```

We'll display the link from the `href` in a lightbox.





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