

Abstract

This thesis provides insights related to the topic of marketing tactics used by early stage start-ups, the Viennese start-up scene is investigated. The study aims to analyze the development of start-ups in their early stages and how marketing tactics have an influence on their future growth and success. Overall, the purpose of this thesis was to highlight these marketing tactics and give an objective view on how they affect the performance of the start-up.

Through, both primary and secondary sources, data was collected and evaluated. The secondary data, which is the theoretical part of this research, was collected from multiple sources, such as articles and books and is stated in the literature review. The primary data was collected by gathering knowledge from interviews, which provided a qualitative look into what marketing tactics are used in early stage start-ups and how they influence their growth and profit. In the interviews ten respondents were asked to elaborate on how they form their strategies, how they deal with competition and what their future objectives are.

Based on the findings, the research provides an extensive overview into start-ups with different areas of expertise and shows how these tactics are utilized supporting the theoretical part of the research. The results show that Vienna has become a start-up hub and has many features that are very attractive to early stage start-ups. The ten interviews that were conducted have shown a detailed insight into the importance of marketing in the first few years of a start-up, whether it is to understand the marketplace, raise awareness, position the product or attract customers marketing tactics that enhance sales and growth of a start-up are utilized by every start-up.