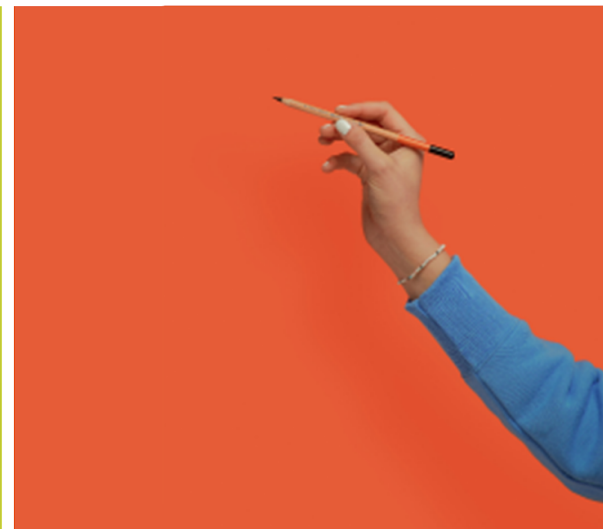


6

THINGS YOU NEED TO OUTLINE

For an effective marketing strategy



1. Define your Goals

S.M.A.R.T: Specific, Measurable, Attainable, Relevant, Time-bound

Increase (**metric you want to impact**) by (**quantity/amount**), accomplished by (**time constraint**)

Ex: Increase number of sales by 20% by end of Q4

2. Identify Your Competitors

Competition is essential for gaining insight. Know their products, media channels, strengths, and weaknesses. Then **S.W.O.T...**

- Strength: Where do they shine?
- Weaknesses: How do they fall short?
- Opportunities: How can you capitalize on their shortcomings, and outshine them?
- Threats: What elements of their business model do you need to monitor?

A company that does something well can be aspirational. Learn from them.

3. Know your Audience

Think about your ideal customer beyond basic demographics like gender or age. Consider how your product or service provides a solution to a problem. Empathize with your customer to develop a connection to their needs.

4. UVP - Unique Value Proposition

UVP is what makes you stand out, and should resonate with your target market.

5. Hone your Medium

Once you know your customer and how you meet their core needs, you can focus your efforts on the ideal channels you can use to reach them. **Owned media channels** are those that you manage yourself (a website, blog, and email subscribers). **Earned media** is comprised of reviews, testimonials, awards, press, social shares, comments, likes, and SEO. **Paid media channels** like search engine ads, magazine ads, billboards, radio, or tv commercials provide another tier of options.

6. Define Your Budget

Your budget clarifies your capabilities and areas of focus. We recommend a marketing budget that is 20% of your total revenue. A good marketing agency can be a boon, just be sure they educate you on their process--and not by showering you with reports and numbers. Make them explain what the data means, then formulate a plan to align with your needs and goals.