

WORKSHEET

6 Steps to Marketing Strategy Success



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Setting your strategy doesn't have to be a daunting task.

Here, we coach you through the six steps to start the process and get you thinking about the direction, tactics and tools that will be most effective for your business.



1

Understand Your Customers

Your business exists for the purpose of your customer and meeting their ongoing needs. Take time to do some research, ask your customer and create a persona of who they are. You never know what insights you might uncover that could give you an advantage over the competition.

Ask Yourself:

Who are they – what is their profile and personality?

What are their wants and needs, concerns and motivators?

Where will they find out about you?

Why will they buy from you above anyone else?

How do you provide value that benefits them?

“Today’s definition of a brand is a perception – conjured when a customer, prospect or lead thinks, hears or talks about your brand. It is a combination of factual aspects (e.g a fast motorbike) and emotional (e.g a feeling of freedom).”

VICTORIA MARSH

2

Establish Your Brand

Your brand is not your logo. It is how you are positioned and perceived in your customer’s minds. While having a well-designed logo will contribute to your perception, a concise set of brand guidelines (from design to what you say and do) will ensure consistency and continuity at each touchpoint. In this section, think about how you WANT to be perceived and what actions you need to take to get this message across.

Ask Yourself:

What is the core driver or purpose of your business?

What makes you different or unique?

If your brand was a person, what personality attributes would it have?

What do you want people to say about your business or brand?

List each brand touchpoint that your customer experiences...

How will you keep your brand perception strong with each experience?

Build Your Strategy

Create your action plan, write up your purpose, your vision and how you're going to get there. Your strategy is there to guide and align your business to ensure you get to where you want to be. Strategically map out how you will achieve your goals, who will contribute, what customers you will target, how you will reach them and what tactics you will use.

Ask Yourself:

What are the markets you want to operate in?

Who are your direct and indirect competitors?

How will you position your products or services?

What marketing channels will you use to reach your customers?

What KPIs will you put in place to measure your performance?

Align Internally

Consult, compensate and collaborate with all your business departments. Make sure everyone understands your business's strategic direction and their role in reaching it so that you are able to work together to achieve the one common goal.

Ask Yourself:

Who are your key internal stakeholders?

Who is responsible for each activity?

How will you share this strategy with your entire team?

How will you keep every team member aligned, onboard and committed?

What are your KPIs?

Create Your Tools

What tools will you need to make your strategy an actionable one? List them out and invest in building them. Pay attention to the details and make them high quality tools will yield results. You will need a style guide and a content strategy to make sure your tools create brand consistency. Make sure each and every tool is optimised and measured.

What tools do you need to build?

- | | |
|---|---|
| <input type="checkbox"/> Marketing budget | <input type="checkbox"/> Products |
| <input type="checkbox"/> Brand and visual identity (logo and style guidelines) | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Marketing collateral (brochures, cards, print materials) | <input type="checkbox"/> Professional photography |
| <input type="checkbox"/> Database of clients/customers | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Website | <input type="checkbox"/> Social handles |
| <input type="checkbox"/> Landing pages | <input type="checkbox"/> Social media pages |
| <input type="checkbox"/> Content marketing strategy | <input type="checkbox"/> Marketing automation platforms |
| <input type="checkbox"/> Editorial calendar | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Monitoring systems | <input type="checkbox"/> Staff policies and procedures |
| | <input type="checkbox"/> Campaign plans |

Integrate Communications

Consistency is important when you are putting your message out there. Don't confuse people. No matter the channel, keep your brand's voice consistent, the message clear and your branding guidelines executed. Make sure all communications are aligned with the overarching goal.

Ask yourself:

Are your channels aligned?

Action:

SET A TASK: Review channels, evaluate their consistency and their gravitational pull. Can this be improved?

Commit to continuous improvement

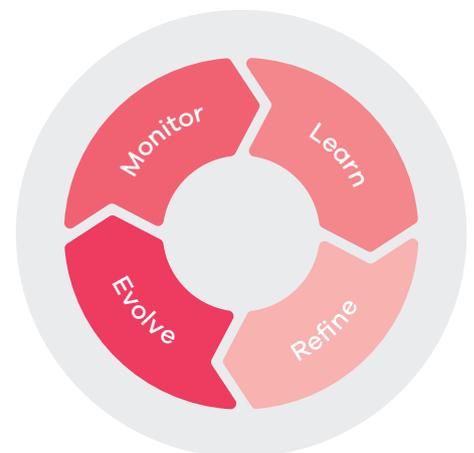
Remember, continuous improvement should be your focus. Your strategy should not be static, it should be live and your tactics need to be continuously monitored to ensure you get the best return on your marketing investment.

Ready to achieve more?

Do you want to be in the best position to achieve your own marketing success?

We are here to help. Thirst Creative are a full service agency specialising in strategy, branding, digital and design. If you need help consolidating your strategy, establishing your brand or building your tools, give Thirst Creative a call on 03 9347 7828 or contact us here.

Let's see how we can work together to best position you to achieve success.



Continuous Improvement Process



About Thirst Creative

Our team of designers, strategists and developers work in partnership with clients to understand and realise their business goals. Using a balance of logic and creativity, our team create strategy driven marketing initiatives that make you stand out.

As a partner, we empower you with big ideas, actionable strategies, bold design and best in class digital tools that will deliver ROI and connect with your target audiences.

At Thirst Creative we build brands with substance, strategies with insight, design that communicates, and digital that performs.

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