

Welcome

HERE'S YOUR CHEAT SHEET TO GET CLEAR ON YOUR MARKETING STRATEGY



MARKETING STRATEGY

If you haven't got a marketing strategy for your business yet and you have a physical or online business, its important to get to work and start creating one.

I am always talking about why its important to have a business strategy and your marketing strategy is an extension to your overall strategy and both are very different.

Cheat Sheet

MARKETING STRATEGY



Tip no. 1

Set a **specific objective** for your marketing strategy this year.

What would you like to achieve this year through your marketing activities?

eg. 100 New clients, exposure in your industry, build brand awareness

Tip no. 2

Get **clear** on who your target customers are.

These are the people you absolutely love to serve.

Where are they hanging out?
What brands do they align with?

Tip no. 3

Define what sets you apart from your competitors.

What do you do better?
What are your business strengths?

What are your business unique benefits?

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Tip no. 4

Set your marketing goals and metrics to measure your success.

Eg. Target this month is 20 leads with 5 of them converting to a sale.

Track & Measure what is working..

Tip no. 5

Choose the most effective marketing channels for your business to communicate

Eg. Social media, email, content marketing, influencer, SEO, PPC, events, collaborations & sponsorships.

Tip no. 6

These are just some of the things you need to put into your marketing strategy.

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You Did It!

Thank You!



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Are you looking for help within your business?

Got something you need help with?

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