Creating a Marketing Strategy
Creating a Marketing Strategy

“How to connect meaningfully with your customers through focused and planned efforts to present your brand authenticity, product quality and personal service…”

There’s your marketing strategy!
Creating a Marketing Strategy

What is a Marketing Strategy?
A fancy term for stay on track, don’t overspend and work your plan (*sometimes you will overspend but don’t panic*).

What is the purpose?
The purpose is to give you a road map to help keep you organized, on budget and accountable. It also enables you to your measure your results.
Brand Authenticity

Having an authentic brand means that you deliver what you promise. Period. You do what you say, You walk your talk. When you go to Walmart, you don’t expect great service or quality fashion. You expect what they promise: low prices. That is authenticity.

Authenticity has more to do with company values, service quality, product line and image. It means if you are going to tout “Customer Service is our #1 Priority” then you need take care of your customers, go above and beyond, and empower your employees to do whatever it takes to solve your customers problems quickly and painlessly.
10 Key Factors Contributing to Your Marketing Strategy

1. Your Unique Selling Proposition (USP)
2. Your Target Market
3. Your Competition
4. Features/Benefits of Your Product(s)
5. Your Top 3-5 Revenue Streams: currently, desired in 3 years, desired in 5 years
6. Your Position in the Market
7. Methods of Advertising
8. Your 5- and 10-year Plans
9. Your Marketing Materials
10. Your Budget
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1. Describe your company's unique selling proposition (USP).
   The real or perceived benefit of your goods or service that differentiate them from the competing brands and gives the buyer a logical reason to prefer your brand over other brands. USP is a critical component of your marketing campaign*.

* Source: Business Directory
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2. Define your target market.
   • Who will benefit most from your product or service?
   • Who is your current customer base?
   • Who are your competitors targeting?
   • Is your target market looking for your product or service?
   • Use demographic and psychographic information.
     ➢ Demographics: Age, location, gender, income level, education level, marital or family status, occupation, ethnic background
     ➢ Psychographics: Personality, Attitudes, Values, Interests/hobbies, Lifestyles, Behavior
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3. Identify your competition.
4. Define the features and benefits of your products or services.
5. Identify current top 3 revenue streams then desired 3-5 for 5-10 years.
6. Describe how you will position your products or services.
7. Define your marketing method: advertising, internet marketing, direct marketing, farmers markets, social media, or public relations etc.
8. Where do you want to be in 5-10 years?
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9. What marketing materials do I need?

- Logo
- Website
- Business Cards
- Collateral material (brochure, rack card, menu?)
- T-shirts, hats, aprons?
- Video
- Social media
- Signage
- Point of sale advertising
- Advertisements (and where – phone book, CNR, local paper, Edible, etc.)
10. Establish a budget.

- What can you afford?
- Calculate your goals.

\[
1-2\% \times \text{Gross Revenue} = \text{baseline sales minimal/normal growth}
\]

\[
3-5\% \times \text{Desired Gross Revenue} = \text{target}
\]

(Example 3\% of desired gross $500K = $15K)
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Now what?
• Decide on a plan and a schedule
• Call your ad reps or designers
• Get materials printed or your content written
• Work the plan
• Measure the results
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Logo + Business Cards
Labels
Brochures + Flyers
Signage
Case Dividers + Meat Picks
Logo + Business Cards
Posters + Postcards + Ad