

Marketing strategy 101
in three steps

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Marketing strategy?

What is that and why do I need it?

A solid marketing strategy plays a critical role in making your business successful.

Taking the time and effort to develop a marketing strategy will mean that you know who your customers are, have a clearer message to target them with and have a clear objective.

If you are developing a website, for instance, you could simply engage a website developer to design it according to the latest design and tech principles. A beautiful brochure that tells the world about you.

Or you could base it on a marketing strategy that will make it sharper, more aligned to what your customers want to read/see and more likely meet your objective.

Start on your marketing strategy journey with these three questions.

Who is your customer?

That's easy, right? Right.

Let's say you are in the business of selling T-shirts. (Or stocks or electrical parts or coaching services - insert your own answer here. The logic stays).

“Anyone who wears a T-shirt is my customer”, you say.

Great. Let's look at that again.

Both teenagers' and grandpas wear T-shirts. Both ArmaniX and Levi's have T-shirts at different price points.

Who is your customer? Or rather, who do you want as your customer? And why did you choose her over other customers?

The choice to engage with someone or to sell to someone has to be a deliberate choice. Have you chosen your customer deliberately? Have you forgotten a set of customers?

Why will they buy your product or service?

Answer this and you will have found your position in the market.

Do your customers buy your product/service because you offer value at an incredible price? Or because there are no other alternatives? Or do they buy your service because you make them feel like a superhero?

A lot of people answer this based on what they know of their own product or service. And that's always the WRONG answer.

Let's stay with the T-shirt example. One answer here could be "My customers want to buy my T-shirts because I have an amazing range at affordable prices."

But, what is that based on? The fact you stock 45 different styles? Or because you keep your profit margins low?

In reality, the only one who should tell you why they buy your product/service are the people who do. Or are likely to. Your customers.

What is your objective?

If your answer was, “I want to sell more” Or “I want to reach more people” or “make more dollars”, you aren’t wrong. It just isn’t helpful.

Having the big picture is great. Zoom in though. How are you going to get there?

One clear way is to define objectives (ideally one, maximum of three) using the SMART principle.

SMART is specific, measurable, achievable, relevant and time-bound.

Let’s go back to the T-shirt example. And set selling more T-shirts as the big picture objective.

A SMART objective would be to define what you need to do to get your customers to buy more.

Have questions?

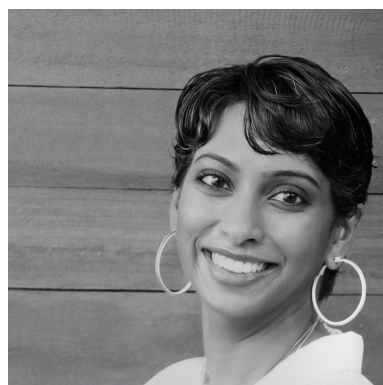
Not sure where to start or how this is relevant?

Drop me a line.

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It always starts with a no-obligation chat to see if we are aligned.



Sanjana Chappalli is an award-winning marketer. The awards aren't as important as the amount of quantifiable value she has delivered in a career spanning 19 years.

Ask Spotify, Standard Chartered, Lenovo or the hundreds of small business owners she has worked with in Singapore, Switzerland, Germany and the US.

Strategy without tactics is the slowest route to victory.

Tactics without strategy is the noise before defeat.

- Sun Tzu

