

MARKETING STRATEGY AND GO-TO-MARKET PLANS

PLAN TO SUCCEED WITH YOUR MARKETING

Marketing success starts with planning to succeed. We will guide you through the marketing strategy and planning process for your business. Starting with an interactive workshop and then the development of a strategy or plan that is tailored to your business and aligned with your specific organisational objectives.

Whether you want a high-level marketing strategy or a prescriptive marketing implementation plan for your business, our marketing strategies and plans will ensure you plan to succeed in your marketing.

MARKETING ESSENTIALS STRATEGY

If you want a high-level marketing strategy that points you in the right direction whilst covering the essentials, then this Marketing Essentials Strategy will suit your business.

This marketing strategy will give you a blueprint for your marketing approach. We will help you to understand your market, target your messaging and communicate effectively with your customers.

This step-by-step process is workshop-based, covering all the marketing essentials and culminates in a high-level report outlining your marketing strategy which covers 4 essential elements of your business' marketing strategy.

MARKET SEGMENTATION



Who are your existing customers and what do they have in common? We will guide you through a process to identify individual customer segments based on similar buying characteristics and behaviours.



CLIENT PROFILE

Each market segment will have common 'needs and motivators'. We will help you build client profiles (avatars) for each to ensure your marketing is engaging and effective.



KEY MESSAGES

Different customers buy for different reasons. Developing targeted key messages directly aligned to market needs will increase your success rate.



EFFECTIVE COMMUNICATION

One size does not fit all, especially in marketing. We will recommend effective and targeted marcomms channels to maximise your client's engagement.

GO-TO-MARKET PLAN

If you want a detailed and prescribed approach to your business' marketing planning, then this Go-to-Market Plan is for you.

In addition to a workshop with the key business stakeholders to establish the overall strategy, we shall then develop a comprehensive and prescriptive marketing implementation plan recommending specific marketing strategies across multiple targeted channels.

Smart marketing is methodical and consistent. This comprehensive plan includes it all, with recommendations across all traditional and digital marketing channels relevant to your business. It culminates with a detailed budget allowance and implementation calendar for the next 12 months.

GO-TO-MARKET PLAN INCLUSIONS



MARKETING OBJECTIVES

Establish your marketing objectives



COMPETITIVE ENVIRONMENT ANALYSIS

Gain and understanding of the competition and what your point of difference will be



MARKET SEGMENTATION STRATEGY

To build client profiles (avatars) for targeted marketing



KEY MESSAGING AND POSITIONING

Develop client-centric messaging that defines your point of difference



MARKETING CHANNELS

Analysis and recommendation of marketing channels relevant to your business



MARKETING BUDGET

Allowance set for marketing budget in line with objectives



IMPLEMENTATION CALENDAR

Prescriptive 12 month calendar for integrated and consistent marketing



EVALUATION STRATEGIES

Establish evaluation metrics and strategies

PLAN TO SUCCEED WITH YOUR MARKETING. CONTACT BECKY TODAY TO DISCUSS WHICH MARKETING APPROACH IS RIGHT FOR YOUR BUSINESS.



Becky Sangster MSc

Becky has accumulated over 20 years of industry experience and with it a passion for marketing strategy. Client collaboration and consultation are the corner stone to Becky's approach to guiding clients on their marketing journey. Her extensive experience means she can apply her skills and experience in marketing to a diverse range of clients, focusing on all aspects of marketing, including strategic marketing, market research and analysis and brand communications.

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