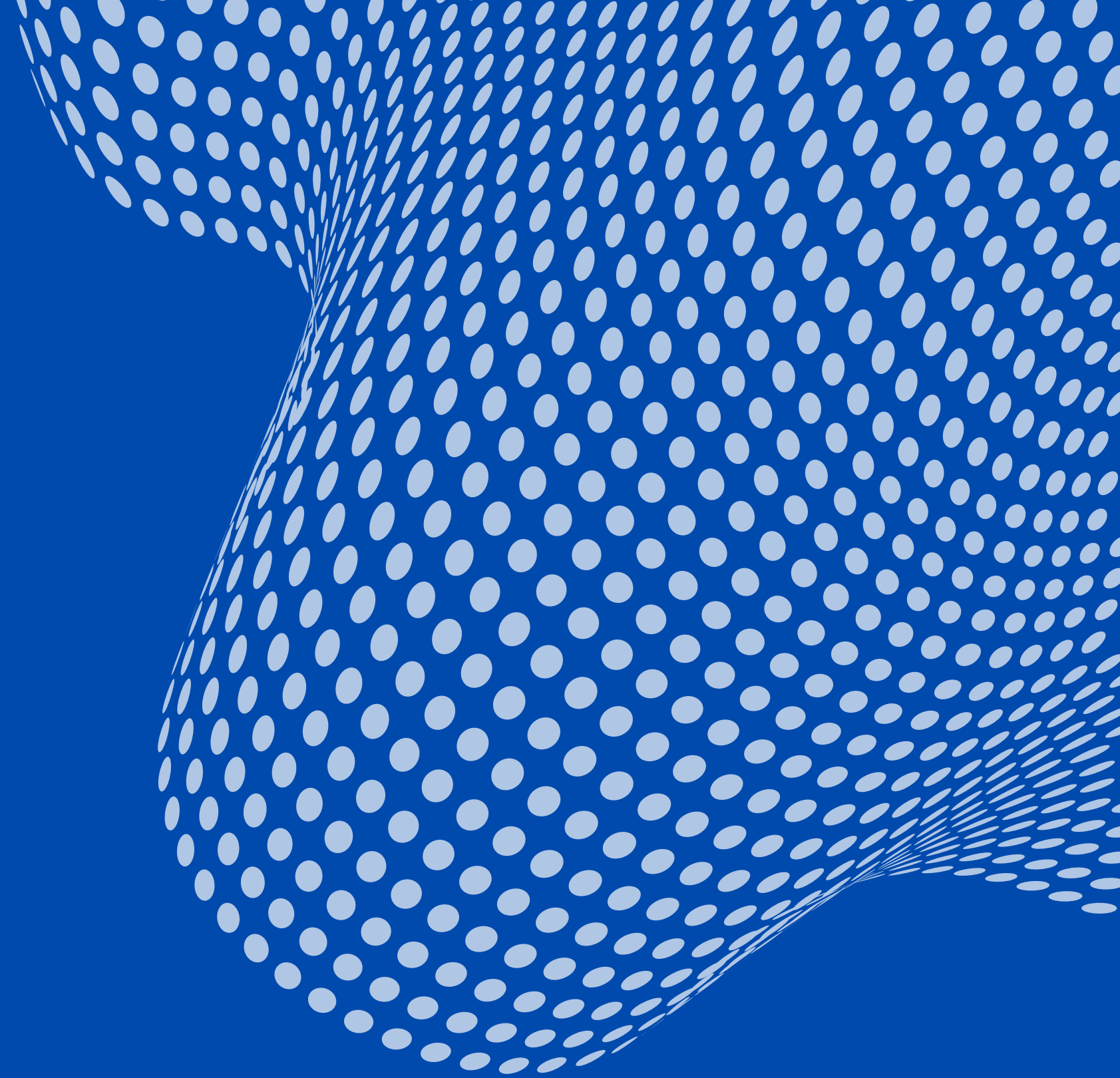


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Marketing Strategy Guide

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Reggie James



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Overview

Your first step to a clear marketing strategy. A guide to help you fix your marketing and do it better. By having a strategy that feeds into an overall plan, it is vital for your business to have the ability to communicate a joined up and sustainable competitive advantage.

Nearly 80% of B2B marketers report having a content marketing strategy, but only 43% have documented their strategy. That number jumps to 60% among the most successful companies. (B2B Content Marketing, 2021) Content Marketing Institute.



Overview - cont...

Over the years, there have been many business functions that have come to the fore that make a company successful. These can include everything from finance, human resources, sales and management. As vitally important as all these disciplines are, there is one function that cements all of these together.

That is of course, marketing. Marketing and all its various facets are crucial to the growth and development of your company.

Marketing drives sales, which converts to revenue. Revenue is managed by accounts. The revenue drives growth of people, product and service.

What your brand says about you and your company, is the first thing a prospect see's. It is the essence of what your company stands for that makes future clients contact you.

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Author

This guide was put together by Reggie James, a seasoned digital marketing strategist and agency founder Digital Clarity. Reggie has been at the forefront of digital marketing since its inception and worked for and liaised globally for search engines, brands and advertising agencies.

Reggie advises organisations who are looking to navigate the often-complex world of online and digital. With a focus on content and growth, Reggie has put this brief guide together to help CMO's, Marketing Directors and their teams to think about their marketing and ultimately do it better.



Reggie James

Why it's vital

Professor Scott Galloway a marketing mentor at NYU Stern said:

“The digital age is Heraclitus on steroids: change is a daily constant. In almost every professional environment, we are expected to use and master tools that did not exist a decade ago...”*

*The Four: The Hidden DNA of Amazon, Apple, Facebook and Google.

As marketing becomes core to business success, the need to have a plan to cut through the noise is crucial. Especially as customers become more informed throughout the buyer journey.

● Who the guide is for

This guide is a start point to discovering the right marketing strategy for you and your business.

- Companies that have been marketing over the last few years
- Normally those that have an in-house marketing functionst
- CMO's and Marketing Directors who run marketing teams
- CMO's and Marketing Directors who hire with and liaise with an agency – normally a marketing or digital marketing agency.

What's in the guide

The guide is a start point. It is designed to get you thinking and focussed on how best to deploy the resources you have in a clear way.

The Chartered Institute of Marketing (CIM) defines marketing as: “The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

When you re-read this definition, it becomes abundantly clear that without a plan, you are spending your marketing dollars, blind.

It is important to understand that this is a start point. As all businesses are unique, it will not give you a magic solution to all your marketing challenges but help you focus on the importance of having a plan, where to start and what to look for.

The 4Ps of Marketing

In the 1950s post war America, Neil Borden a professor at Harvard University popularised the concept of the marketing mix. This later became the 4Ps of Marketing. Modern marketing has used this process ever since. Until now.

The 4Ps of Marketing have been turned on their head. Though important and a good basis to start from, modern and smart marketers realise the game has changed.

Traditionally the 4 Ps of marketing relate to Product, Price, Promotion and Place. These can be broken down as:

- Product - features, branding, quality etc.
- Price - pricing strategy, payment terms, discounting etc.
- Promotion - advertising, PR, etc.
- Place - channels, locations etc.

Today's 4Ps of Marketing

With the development of technology, ecommerce, social media, the new 4 Ps look a little more like - Personalisation, Promotion, Pipeline and Predictability.

- Personalisation - market to the individual, not the masses
- Promotion - promote your band where your customers hang out
- Pipeline - an automated platform that build your marketing pipeline
- Predictability - using analytics to understand and predict behaviour

Many modern marketers have now taken it a step further and with the added impacts of the pandemic, globalisation and sustainability, the 4 Ps can look a little like

- Passion - people buy people and double down on passionate brands
- Purpose - is there a soul in your brand or it faceless
- Platform - can you automate a seamless process for the customer
- Proposition - a clear value proposition

Implementing the 4Ps

As we can see, the 4Ps have changed but are an important place to start.

Old or new, many companies have never gone through this process, let alone define what their purpose may be. It is clear that leading brands in any field have gone through this process and had helped them define the solution, messaging and plan.

The best way to implement this is to sit with your team and run a series of workshops breaking down each area. Focus only on this one sector and then come back and focus on the others. The final piece should be about bringing all the elements together in one final session.

If you work with an agency, they should have asked you for your 4 Ps or something similar, potentially in a discovery phase. Ask them to work with you to define each of the areas. After all, how can they not know the underlying components of your business if they are putting your communication, marketing and advertising together.

● Shaping your marketing Strategy

After you have defined your core component, start looking at other areas that need defining. These can then be rolled into a Marketing Plan and help you shape a target, timeframe, key success metrics and budgets.

There are numerous areas to focus on and if you want to know how to better define your strategy, contact the author of the report to learn more.

As this is a guide to help you get started, here are four areas you can look at straight away to add to your strategy and plan.

● Defining Goals

It's too easy to say start with the end point and work back.

Are you looking to increase brand awareness? If so, what would that look like and how would you measure this.

Are you looking to increase leads from last year?

Again, what are the numbers and what leads are converting to sales - do they show a trend?

● Customer personas

Who are your customers, where do they congregate online?

Defining who you customer are is difficult. Quite simply because the person that buys your product or service, may not be the person engaging with your marketing, certainly not at the early stages.

There are numerous templates that can help you but remember there are numerous people involved in the buying chain so think what your messaging will say to these individuals.

● Using Marketing Tools

Many people don't realise but you may already have tools built into your website like Google Analytics (GA).

GA is a great way to understand what visitors to your website are doing. There are a number of tools available depending on your requirements.

Your agency should advise you after doing a needs analysis.

These could be tools associated with Search Engine Optimisation. Social Media planning and scheduling etc.

Having clearly defined targets

Over the years you or your agency will have worked out your return on investment (ROI) with your current marketing activity.

If you are running paid advertising for example Google Search or across social media, you may also have a return on advertising spend or ROAS.

These will give you an indication of numbers you can define your monetary targets with. These of course should be indexed against inflation, market conditions, materials, budget costs etc.

These four areas will hopefully help add some more meat on the bone to your initial 4Ps and start giving you a level of directions.

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Getting Professional Help

If all of the above resonates but you are finding it challenging to get started, there is a way to get unbiased, trusted and experienced help.

The author of this guide, along with his digital chief strategist Rachel Mephram and their team, have worked with countless organisations over the last 20 years to help guide, advise and grow their brands.

Through the strategy led agency Digital Clarity, the company has helped those that need their marketing fixing or need solid, no nonsense advice through a series of processes that show positive results.

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Contact Us

If you would like to have a discovery call, please contact the author Reggie James on the details provided.



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Thank You

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