

MARKETING

"Little minds are interested in the extraordinary; great minds in the commonplace."

Elbert Hubbard



MARKETING

WORKSHOP TECHNIQUES:

one: GETTING, KEEPING + GROWING YOUR CUSTOMER BASE

How to create separate strategies to get, keep and grow your customer base

two: STRATEGY VS TACTICS

How to separate tactics from initiatives

three: MARKETING THROUGH THE RIGHT CHANNELS

How to plan multi-channel marketing campaigns

four: CREATING A MARKETING INITIATIVE WITH TACTICAL APPLICATIONS

How to create a simple plan for your marketing initiative and tactics

five: PAID, OWNED, EARNED & SHARED MARKETING ASSETS

How to use a smart mix of media

six: CREATIVE BRIEFING

How to write a creative brief

RECOMMENDED READING:

- **Marketing Judo** – John Barnes & Richard Richardson
- **Organisations Don't Tweet People Do** – Euan Semple
- **The End of Marketing As We Know It** – Sergio Zyman
- **The 12 Powers of a Marketing Leader** - Barta & Barwise
- **Copy, Copy, Copy** – Mark Earls
- **The Diagrams Book** – Kevin Duncan

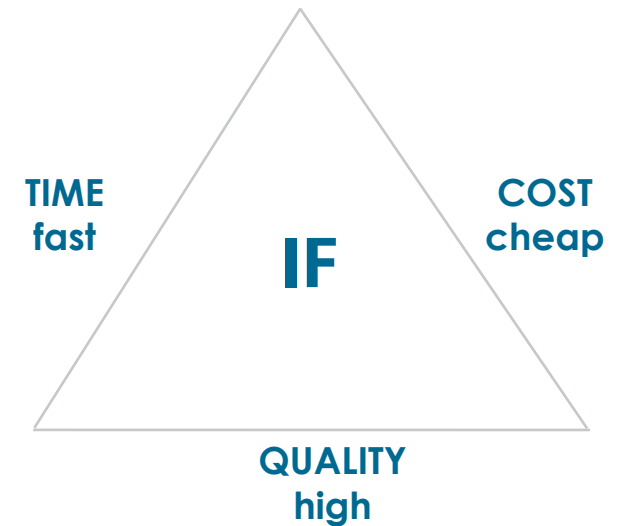


INTRODUCTION: BRINGING REALISM TO MARKETING INITIATIVES

In an ideal world, all marketing would be thoroughly well planned, well in advance (as many of the following exercises will help with). However, in reality marketing initiatives are often a bit knee jerk or rushed. The If Triangle is a great realism tool when planning. In an ideal world we all want projects delivered quickly, cheaply, but still of the highest quality. This is, however, rarely realistic.

For example, *if your budget is limited*, realistically, you may have to compromise on quality. *If you need something created (or activated) super quick*, you will inevitably need to pay more (or, again, compromise on quality).

Working out what the priorities of each project are, and using this formula, will help on many levels – not least in explaining internally why all projects can't always be 'perfect'.



one: GETTING, KEEPING + GROWING YOUR CUSTOMER BASE

How to create separate strategies to get, keep and grow your customer base

EXERCISE: A successful business needs robust strategies not just to win new customers but to maintain their loyalty and, ideally, grow their purchasing or influence.

**STRATEGIES TO
GET CUSTOMERS**
Acquisition strategies

**STRATEGIES TO
KEEP CUSTOMERS**
Retention strategies

**STRATEGIES TO
GROW CUSTOMERS**
Cross-selling + referral strategies

two: STRATEGY VS TACTICS

How to separate tactics from strategy

One of the trickiest things businesses struggle with is the difference between strategy and tactics, and how to plan their shape. This tool helps to clarify matters.

EXERCISE: The strategy is the overarching thought. This is the constant theme and direction that never varies, and against which all other activities can be judged and measured.

The tactics are specific actions - examples or proof of the strategy, and their deployment must have a clear beginning and end.

OVERARCHING THOUGHT (THE STRATEGY)	GET, KEEP OR GROW?

EXAMPLES / INDIVIDUAL ACTIVITIES (TACTICS)

TACTIC 1	TACTIC 2	TACTIC 3	TACTIC 4

three: **MARKETING THROUGH THE RIGHT CHANNELS**

How to plan multi-channel marketing campaigns

EXERCISE: Marketing is all about getting the word out consistently through the most effective channels. Your strategy will have various tactical applications and these will fall within various marketing channels. Successful marketing campaigns need a complex mix of execution.

OVERARCHING THOUGHT (THE STRATEGY)							GET, KEEP OR GROW?
DIRECT SALES	SALES PROMOTION	PRINT ADVERTISING	SOCIAL MEDIA	AFFILIATE MARKETING	POINT OF SALE	DIRECT MARKETING	
EMAIL MARKETING	DIGITAL ADVERTISING	REFERRAL MARKETING	PR / BRAND STUNTS	EVENTS	SEO	INFLUENCER MARKETING	

four: CREATING A STRATEGY WITH A RANGE OF TACTICS USING DIFFERENT CHANNELS

How to build a monthly marketing plan

EXERCISE: For each of your main marketing strategies, start to build a month by month plan of individual tactics.

OVERARCHING THOUGHT (THE STRATEGY)				GET, KEEP OR GROW?
MONTH:	INDIVIDUAL TACTICS	CALL TO ACTION	TARGET OUTCOME	COSTS/TOOLS
CHANNEL: []	[]	[]	[]	[]
CHANNEL: []	[]	[]	[]	[]
CHANNEL: []	[]	[]	[]	[]
CHANNEL: []	[]	[]	[]	[]
CHANNEL: []	[]	[]	[]	[]

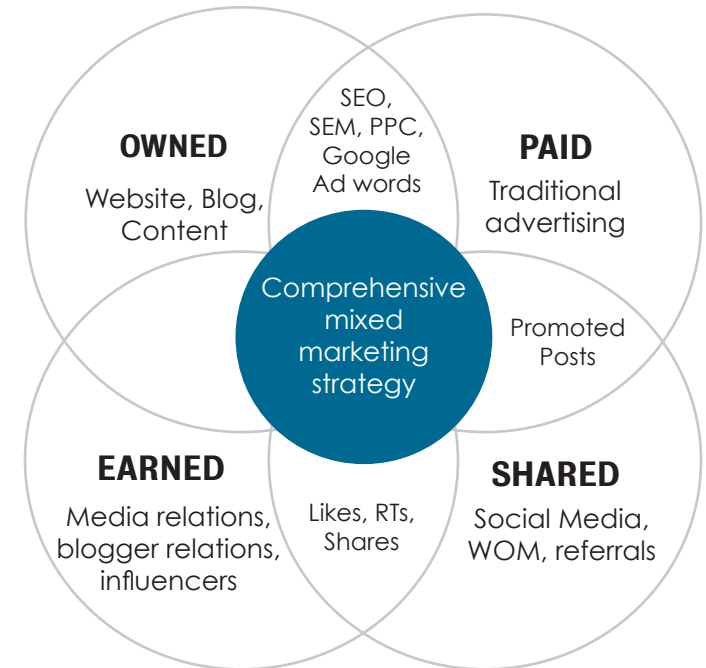
five: PAID, OWNED, EARNED + SHARED MARKETING ASSETS

How to use a smart mix of media

A smart mix of media will not only strengthen your marketing but can help when managing tight marketing budgets.

EXERCISE: Think about your digital marketing campaigns and your split of Owned, Paid, Shared and Earned media.

OWNED	PAID	SHARED	EARNED
SEO, SEM, PPC, GOOGLE ADWORDS	PROMOTED POSTS	LIKES, RTS, SHARES	



six: CREATIVE BRIEFING

How to write a creative brief

EXERCISE: Use this framework to write a brief for your next marketing campaign - either for internal use or to help an external agency.

REQUIREMENT What is needed?	
OBJECTIVE What is the communication trying to achieve?	
TARGET AUDIENCE Who do we need to reach?	
COMPETITIVE CONTEXT What trends or background info is relevant?	
PROPOSITION What is the one thing we need to communicate?	
SUPPORT Is there anything else that supports this claim?	
TONE OF VOICE In what style do we wish to say it?	
DESIRED RESPONSE What do we want to happen?	
HYGIENE FACTORS Is there anything compulsory?	

"Some people take no mental exercise other than jumping to conclusions."

Harold Acton



