

DEVELOP AN EFFECTIVE MARKETING STRATEGY

1

AUDIENCE

Imagine you could wave a magic wand and have 100 clones your favorite customer. Now, think about that person - where do they spend their time? How do they get their information? Who do they listen to?



2

POSITIONING

Clarity about what you do and who you do it for is essential. It helps your prospective customers easily understand if you're a great fit for their needs!



3

CHANNELS

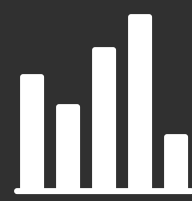
Now that you have a clear picture of your target audience, your marketing dollars will be spent most effectively in channels where they already spend their time.



4

MEASURE

Before you start, define what success looks like and which KPIs you'll use to measure it. Then, you'll have no problem evaluating each channel to see which are working best (and worst) for you.



5

OPTIMIZE

Marketing is an ongoing project. All efforts will need to be fine-tuned over time, and you might find that some tactics work exceptionally well for you. Rather than trying to bring mediocre-performing channels up to average, take resources away from poor performers and give them to the ones that already work great!

