



How to develop a marketing strategy.

This guide assumes you have already completed an activity to “Understand Your Market”, therefore you know the market you want to promote your products or services to. Developing a marketing strategy is more than just ‘producing’ adverts or posting on social media. A marketing strategy is all about getting the right message to the right audience in the right way. What is your promotion strategy?

You will need to consider how you will raise awareness of your brand / offering(s) amongst target customers, how to engage them on an ongoing basis and the key outlets available for your budget.

- Understand where and how your audience engages.
- Work out your business’s messaging and content.
- Determine which promotional platforms to use.

Understand where and how your audience engages.

These are your prospective customers. How do they get their information about services and products? You need to be detailed and precise. For example, it’s no good just saying ‘online’. Do they search with Google, use Amazon, use Facebook, Twitter, Instagram, Snapchat, TikTok or LinkedIn or something else? (For more details look at our guide “Developing Digital Capabilities”).

Do they read local papers and magazines or listen to local radio?

Would you be better with referrals i.e., recommendations and word of mouth? If your service is a local one, consider joining local chat groups on social media that focus on your community.

If you are not sure, why not ask representative examples of your ideal customer base what they use?

Work out your messaging.

Think carefully about this. If you are at the beginning, you are probably raising brand awareness and letting your ideal customers know you exist. Creating brand recognition takes time, even with the existence of the internet. Getting people to have heard of you, requires repeated messages. Think and plan how you will do this. In modern society we can be exposed to around 4000+ adverts a day now. You need your message to stand out, so keep it simple



and relevant. Focus it on the customer – it has to be about them not you. What value will they get, how will it make them feel better or benefit their life?

If you have managed to get your name out there, you need to think about keeping your profile raised. That will require a change to the content and messages you want to communicate.

Determine your communications and advertising platforms.

Work out your budget – if you haven't got one, you are limited to being creative with 'free marketing'. This can be in the form of:

- Writing editorials or arranging interviews in the press.
- Producing flyers and handing them out.
- Asking friends and colleagues to recommend you or refer you.
- Creating free, relevant social media profiles that you can share to get 'likes' and promote your offering.

If you do have a budget for advertising, get expert help. It's very easy to spend money for no return. And if you do try something and it doesn't work, stop it, and try something else. Hope is not a plan or strategy.

Finally remember GDPR – you can't market to people without their permission.

Activity



We would suggest you start by Understanding Your Market. Once you have done this, follow the steps above to come up with a target list of platforms and key messaging.

Other related information

SEDG Resource - Understanding Your Market

SEDG Resource - Developing Digital Capabilities

SEDG Resource – Undertaking Market Research

SEDG Resource – Questionnaires and Surveys

SEDG Resource – Focus Groups

Need help?

You can contact at us and arrange a call at: sedg@tsdg.co.uk