



Creating Your Marketing Game Plan

What Is A Marketing Game Plan?



- Marketing game plan is essentially creating a competitive, well-informed marketing strategy for your business.
- It can also be referred to as an organization's overall game plan for attracting customers by communicating the benefits of their business and key differentiators



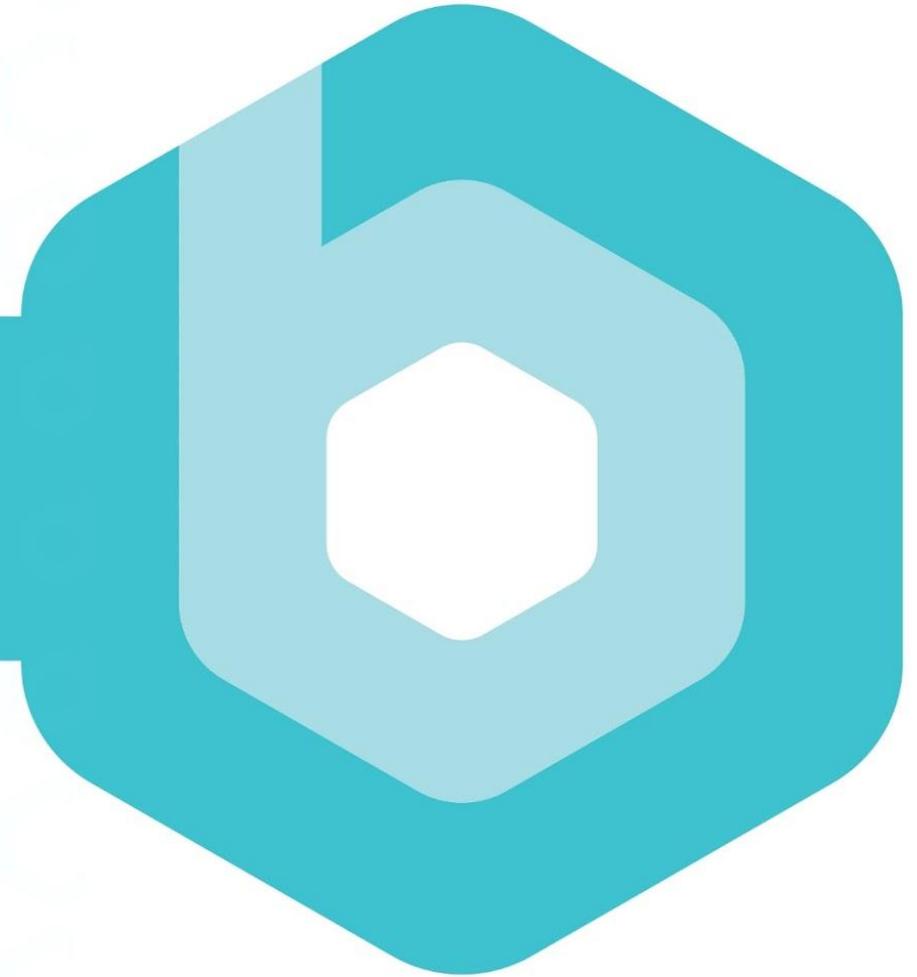


Why Do You Need A Marketing Game Plan?

- It is the foundation of any prospering, competitive business.
- It helps in expanding your business.
- It provides a concrete idea of your sales and marketing plan.



Things To Be Done Before You Make Your Marketing Game Plan



Run A SWOT Analysis



- Start by running a SWOT analysis to identify your business' strengths, weaknesses opportunities, and threats.
- It is vital to your planning process.
- To avoid bias and cover different perspectives, get as many fellow colleagues to contribute as well.
- Having a clear view of what you are best at and what areas you need to improve on will equip you with the right tools to build a well-informed marketing strategy.

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Figure Out The Value Proposition



- A great marketing strategy derives from a company's value proposition, which encapsulates its main strengths and differentiators against competitors.
- Determining your value proposition is probably the step you should invest most time and resources into.
- It is one of the most important conversion factors and what could make the difference between closing a sale and losing it.



Figure Out The Value Proposition



- Get started by identifying the main customer benefits and what value your products/services bring to the customer, followed by outlining the key differentiators.
- The best value propositions are clear, to the point, and they focus on solving customers' problems.



Determine Marketing Strategy Objective



- Organizations define and communicate their goals using objectives.
- Objectives specific measurable outcomes that will be achieved within a particular time frame.
- They help individuals evaluate the success and effectiveness of a particular marketing strategy.



Determine Marketing Strategy Objectives



- They aid marketers to align expectations and plans, coordinate efforts and hold teams accountable for achieving results.
- When putting together your key objectives, ensure they meet the following criteria: they're specific, measurable, and have a time frame.
- Re-evaluate them every six months, make changes if necessary, and use them to measure success.



Understand Your Customers



- In order to embed your customers' needs and seek to solve their problems through your marketing strategy, you firstly need to fully understand them.
- A marketing strategy should align a company's products and services with the wants and needs of its most valuable customers.
- Pay more attention to smart online platforms and tools that can provide information regarding customers' demographics, online behaviours, and conversations.



Define Your Buyer Personas



- Buyer personas are fictional, generalized representations of your ideal customers.
- They help marketers better understand and get closer to customers, like real humans.
- The process of creating buyer personas involves gathering insight from different platforms such as website analytics, social media channels, customer reviews as well as actual conversations with prospects and customers.



Define Your Buyer Personas



- When researching and building personas, look into their background, preferences, demographics details, etc.
- Based on the information, determine what's the most appropriate way to communicate with them, what channels they prefer, style and tone of voice, etc.





Analyze Your Market And Competitors

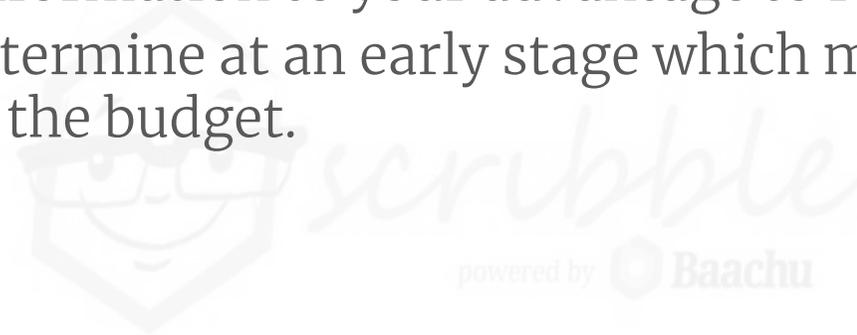
- A clever marketing strategy is a business' game plan which helps them flourish and stand out from the competition.
- You need to have expert knowledge into what's happening in your market and how are your competitors are doing.
- This will help you to identify gaps in the market, needs that are not being fulfilled, common frustrations, or trends and innovative ideas.



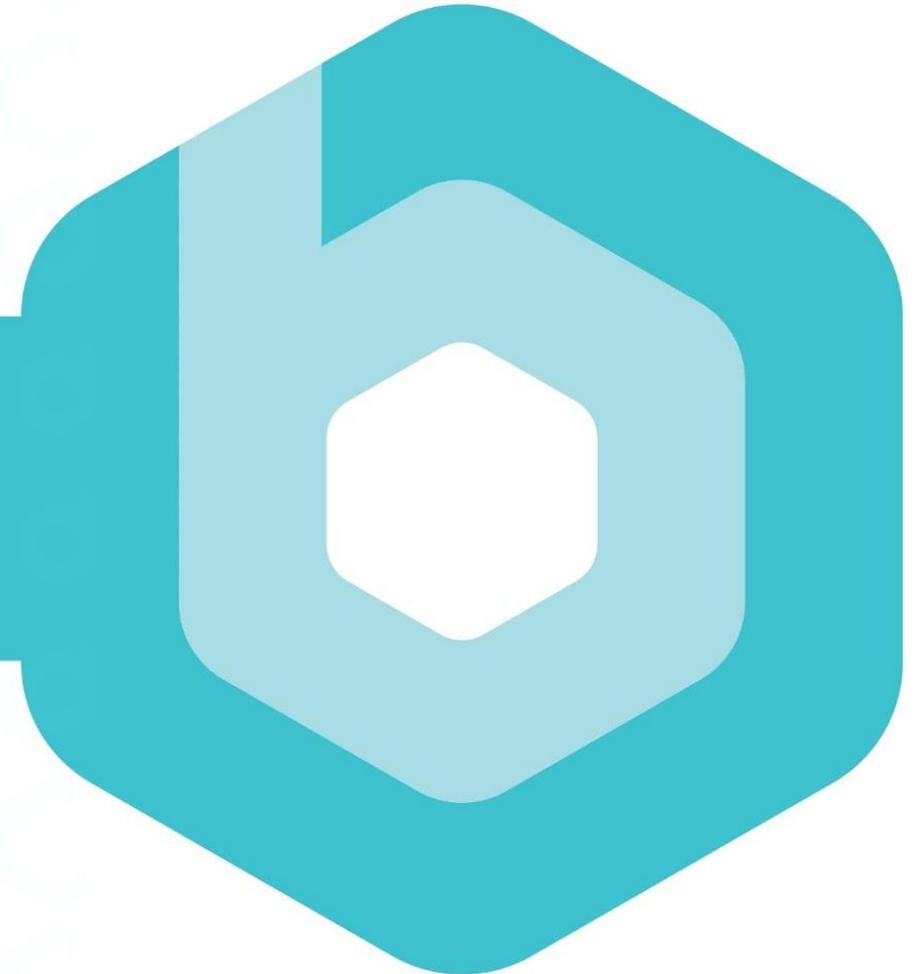
Establish Your Marketing Methods



- Depending on your target audience, you will need to pick the best marketing methods to explain, teach, and communicate your brand messaging.
- Find out where your audience lives (which social channels they prefer, blogs, sites, forums, etc.) and use that information to your advantage to reach them.
- It is equally important to determine at an early stage which marketing areas you will focus your attention on and the budget.



Must-Have Things While Making A Good Marketing Game Plan



Clearly Defined Timeline & Goals



- Before you start creating an inbound campaign, decide why you need it.
- What are the goals you are hoping to achieve and by what date?
- This is called “SMART” marketing because the goals are specific, measurable, attainable, realistic, and time-bound -- just like all good inbound campaign should be.



Editorial / Content Calendar & CTA Plan



- An editorial content calendar and call-to-action plan are shareable resources that marketing teams can use to plan.
- There are many benefits of using the calendar format including having the ability to view your content distribution over a set period of time.
- Social media, blog, website, PR content can all be included on the calendar to focus on key messages pertaining to your business and customer interests.



Lead Nurturing Plan



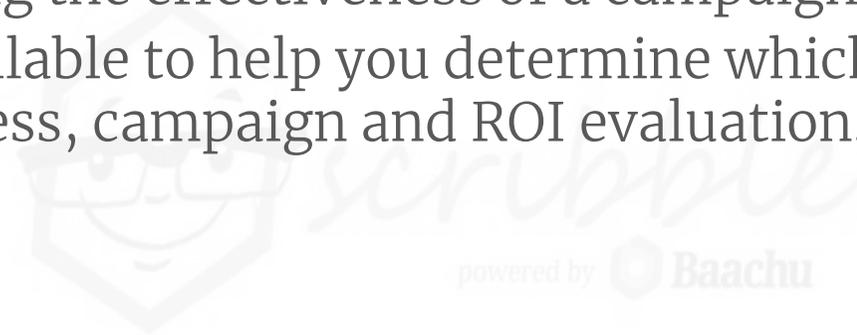
- Marketing is known for providing value, not high–pressured sales.
- Lead nurturing is about understanding the sales funnel, timing and needs.
- As your lead becomes more engaged in content and additional offers, start to introduce them to your product or service.



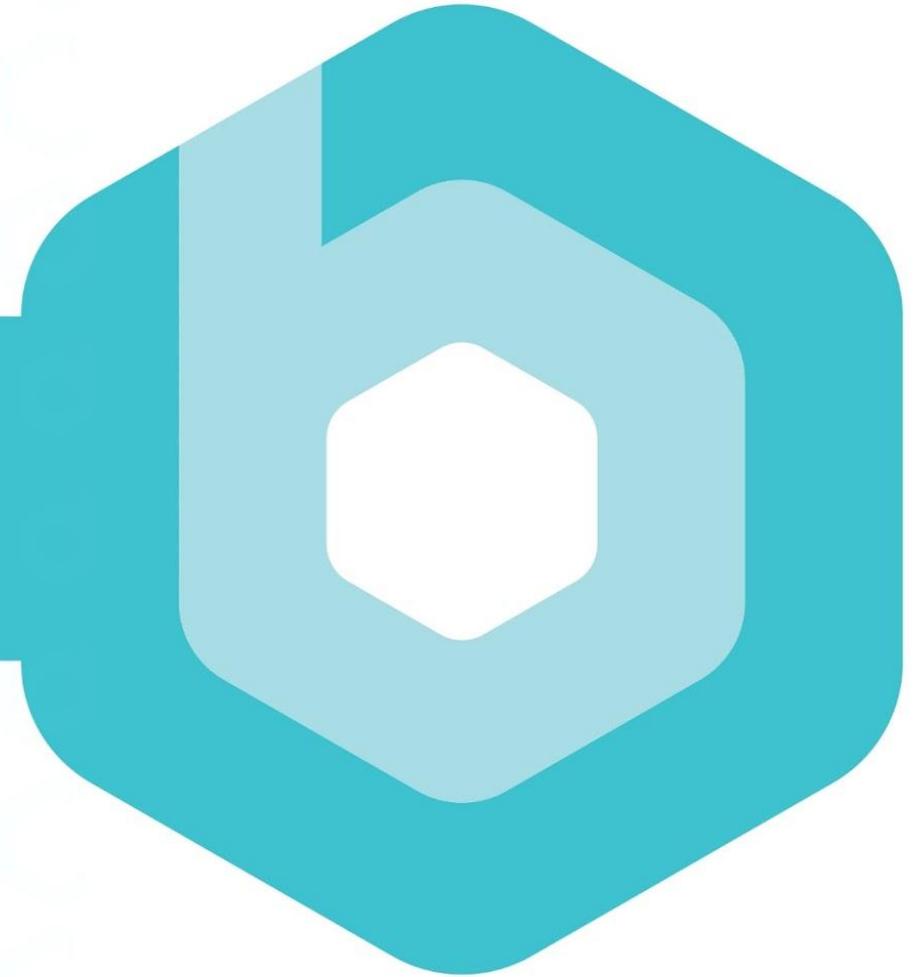
Analytics



- Searches and clicks generate data that can be tracked and matter to the success of your inbound marketing campaign.
- Metrics including traffic, time on site, lead conversion, inbound links, clicks and more all play a role in evaluating the effectiveness of a campaign.
- There are many tools available to help you determine which metrics are most important for your business, campaign and ROI evaluation.



Common Pitfalls And Misconceptions



Business Too Small To Need A Marketing Plan



- The size of your business does not matter.
- It is vital that you create a marketing plan that will map out how you are going to reach your company's goals.
- Acquiring a sale is a central business function so even small business and startups need to spend time fleshing out a robust marketing plan.



Marketing Is Expensive



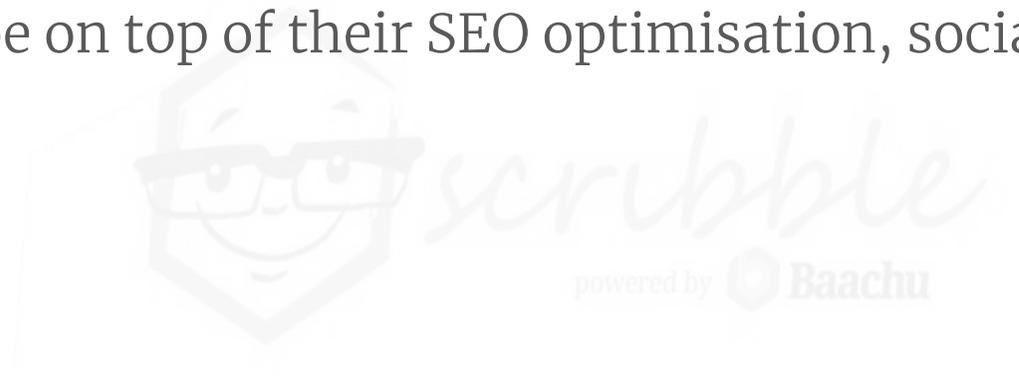
- Marketing is scalable, every small business can afford some level of spending.
- Research can be key to ensuring your marketing is affordable.
- Discovering what channels work best in your industry and what your competitors or others in your industry are focusing their resources on, you can avoid wasting resources.



Running Ads Are Good Enough



- Ads are an essential part of marketing, ads go hand in hand with other methods, be it content or SEO.
- Advertisement can be a quick way to judge and test interest in your products and services, as well as the way in which you communicate with them.
- Businesses need to be on top of their SEO optimisation, social media presence and advertising.



Businesses Only Need To Market To Potential Leads, Not Our Existing Customers



- Customer retention is vital for your small business to grow.
- Remember that your existing customers are not only potential sales, they are also an extension of your brand and part of your marketing team.
- Existing customers should be marketed to in a different manner than potential leads, but should not be forgotten.



Imitate Competitors



- While creating their marketing plans, most brands often take the easy route and copy whatever their competitors are doing.
- A brand should define a clear unique selling proposition (USP) that sets them apart from their competitors.
- This USP should then be an integral part of all your marketing efforts and should convince potential customers to choose your brand over all the alternatives available to them.

Lack Of Customer Research



- A thorough customer research is mandatory if you want to create a marketing plan that's effective.
- It involves determining your ideal customer's pain points, which demographic they fall under, and the best way to reach them.



Not Testing And Analysing Campaign Performance



- Testing and analysing campaign performances is a crucial part of marketing.
- Brands need to test how their customers are responding to their marketing efforts and what can be done to improve engagement.



Focusing On A Broad Target Audience



- Marketers often target broad audience that encompasses all those people who are likely to use their brand's product or service.
- But targeting a wide demographic dilutes the message and makes it hard to engage the audience with content that may not even be relevant to most of them.
- Instead, marketers need to create a specific customer profile and devise a marketing plan that would be most effective for them.



Aiming For Multiple Outcomes



- Marketers should not try to increase engagement, acquire leads, and drive sales all from one campaign.
- It is better practice to narrow down on one objective and then tailor your marketing plan to achieve that and only that.

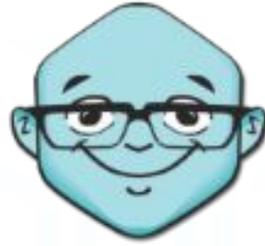


Not Providing Anything Of Value



- Traditional advertisements that are geared towards promoting your brand and selling its product to an audience no longer work.
- Brands should instead aim to educate, entertain, and engage their audience with relevant content.
- Gaining awareness and trust among its target audience is vital for a brand if its marketing plan is to succeed.





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