



CreativeWorks
MARKETING

Trusted Process. Proven Results.

Marketing Strategy: Don't Leave Your Business Without One





Do You Have A Marketing Strategy?

Growing your company requires a winning marketing strategy. Yet, surprisingly, many companies only have a list of tactics they are attempting to execute instead. This may be successful in the short term, but trying to use tactics over the long term will inevitably lead to reduced performance.

A marketing strategy is your road map to help you get where you want to be, shaped by your overall business goals. It includes a definition of your business, a description of your products or services, a profile of your target audiences or clients, and a definition of your company's role in relation to its competition. A marketing strategy is essentially an outline to help you evaluate the relevance and effectiveness of your specific marketing plans.



What Happens When You Don't Have One?

The success of a marketing strategy depends on its focus. It should continually explain and emphasize how and why your business is not only reliable and valuable, but is also different (read: better) from the competition in subtle and genuine ways. So what happens when you attempt to move forward without one?

You Work Impulsively

Working without a marketing strategy means you will end up performing ad hoc activities without knowing whether you're actually achieving your goals—or if you ever do. Using a customized strategy, on the other hand, to guide you ensures you have a clear foundation in place, strategic goals to reach, competition to watch, customer personas to target, and agile tactics that change as you and your industry evolve.

You Lose Business to Your Competition

One of the greatest things about having a strategy is forcing you to consider your strengths, weaknesses, opportunities, and threats. It also encourages you to keep an eye on your competition as part of your strategy. Ultimately, this will help you analyze their activities, compare them to your own, and understand what's working and not working when it comes to attracting customers.



Your Campaigns Fail

Have you ever spent relentless weeks on an amazing campaign concept, only to be disappointed with the results? There are many reasons why campaigns fail. It could be the wrong timing, objectives, targeting, budgeting, messaging, or lack of optimization. A strategy gives you the confidence to plan and implement a campaign that truly fits with your goals—and execute it with success.

Your Customers Do Not Engage

Simply creating attractive visuals and writing smart captions doesn't get you engagement—not unless you've built strong relationships with your existing and potential clients. Have you ever wondered how certain raw content on social media received such high interaction? There are many reasons, but the formula is often quite simple: science and creativity.

As a business, you need to understand your audience, who they interact with and what they expect from you. Creativity in business requires being bold, experimenting with new things, sharing them with the world, and constantly analyzing and improving. Strong relationships drive engaged customers and sales.



What Makes A Good Strategy?

A good marketing strategy should not be changed every year. It should provide specific goals and include some or all of the following:

- A description of the key target buyer/end user
- Competitive market segments the company will compete in
- Distribution channels
- Unique positioning of the company and its products versus the competition
- Reasons why it is unique or compelling to buyers

Your marketing strategy should not be revised until you have achieved company objectives (i.e. financial, marketing, and overall professional goals), or your competitive situation has changed significantly (e.g. a new competitor comes in or your existing competitors introduce drastically different products).

Test Your Strategy Statements

If the statements in your strategy are measurable, actionable, and work to differentiate your company and products from the competition, congratulations! Otherwise, you will need to revise them. Once any business has identified its strategy, it must develop an action plan to turn it into reality. Start by setting your marketing objectives, i.e. the specific marketing targets that can help you achieve your professional goals.

Some examples of marketing objectives might be:

- Increase sales by 10%
- Launch a new product by the end of the year
- Achieve a 95% customer satisfaction rating
- Increase the number of retail outlets selling our products by 250 within 12 months

It is important for a business to set marketing objectives to give managers targets for their work—and focus on growth. They can then measure more effectively the success or failure of their marketing strategies to achieve these objectives.

Cram Like the Good Old Days

To develop your marketing strategy, you will need to do some extensive research and prep work. Here are a few questions to consider before you can dive right in:

1. How would you define your business?
2. What are your key services or products?
3. Who is your target audience for each of them?
4. Who are your key competitors in this market segment?
5. Is your pricing in line with your competitors?
6. What is the ROI for all of your marketing tactics to date?

Get By With A Little Help from Your Friends

Your marketing strategy and marketing plan have a symbiotic relationship in which both need to work effectively in order for you to get you where you need to be. Before you start writing your own strategy, contact CreativeWorks Marketing.

We've won over 19 international awards, including ones for strategic marketing. As a marketing agency, our professionals are dedicated to helping businesses realize their goals through the creation of successful marketing strategies. Give us a call and let our marketing experts create a successful marketing strategy for you—don't run your business without one.

Contact us today at 416.707.5094 or info@creativeworksmarketing.ca, or book a free consultation at www.creativeworksmarketing.ca.



How can we help?

CreativeWorks Marketing is an award-winning agency that excels in strategic marketing to help businesses understand what makes them unique and how to truly achieve their marketing goals.

For over 25 years we have been providing a full suite of marketing services including strategy and planning, market research, branding, content creation, social media, web, video, campaign deployment and management for a variety of SMBs.

We integrate these tactics to develop cohesive marketing campaigns that align with sales and revenue goals. After all, marketing campaigns should have defined outcomes and measurable results.

We offer access to an in-house team of designers, writers, videographers, and marketing strategists that act as an extension of your current staff.

For companies without a marketing department, we work with you and act as your internal marketing department.

If you have a marketing department, our team is skilled at working with internal teams, often taking care of tasks that they do not have the time or expertise to handle.

At CreativeWorks we have a proven track record of delivering services and leading strategies that maximize impact, reach and effectiveness for any business.

Are you seeing the results you expect from your marketing efforts? If not, it might be time for a change. Let's talk!

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