

Marketing Strategy Checklist

Helping companies grow through creative design and strategic marketing.

1 FOUNDATION *Before spending money and resources on marketing tactics, make sure you have a solid foundation in place: Identified personas, established positioning and a thorough understanding of your market.*

☐ Highest Priority Goals

☐ Create Target Personas

A persona is a detailed description of your ideal customer or target audience which helps **focus your marketing**. Each persona includes information about their needs, issues, goals, demographics and phrases used in search engines.

☐ Brand Identity & Positioning

Make sure your brand identity (logo, colors, etc.) is professionally designed and differentiated. Positioning is what comes to mind when a prospect thinks of your company, including benefits and what makes you unique. Why should a prospect choose you rather than a competitor?

☐ Market Analysis

Make sure you have a good understanding of the industry, market size, segment, trends and target markets. Your market study should also include:

- Situational analysis
- Competition
- SWOT analysis
- The 4 Ps (pricing, product, promotion and place)

2 TACTICS *Identify the right mix of tactics for each goal. Don't spread yourself thin trying to implement too many tactics. It's better to focus on a few, and to do them well.*

☐ Create Content

Publish and share relevant and insightful content that helps your target personas solve their problems. Showcase your expertise while building authority and trust. Content formats include: blog posts, cases studies, white papers, articles, summaries, videos, slideshows, and offers.

☐ Social Media

A solid social media strategy can help build brand awareness, drive more traffic to your site and enable one-to-one conversations that lead to more potential sales and higher customer satisfaction. Supplement with targeted ad campaigns.

☐ Search Marketing (SEO/SEM)

Identify which keywords your target audiences are using and create corresponding content and landing pages. Optimize pages for higher search rankings—which will lead to more traffic. Supplement with pay-per-click and re-targeting campaigns.

☐ Video Marketing

Adding engaging video into your marketing campaigns builds awareness, customer rapport and promotes your brand, services or products. Video is easier to consume and retain than reading text. Video testimonials are more compelling than written.

☐ Email Marketing

Email continues to be one of the most effective marketing tactics. It's a great way to stay top of mind, target specific audiences and drive people to your website.

☐ Webinars

A live or recorded virtual online event that showcases your products, services and expertise while providing prospects the convenience of watching remotely at their own pace. Webinars are excellent at converting raw leads into qualified leads for your sales team.

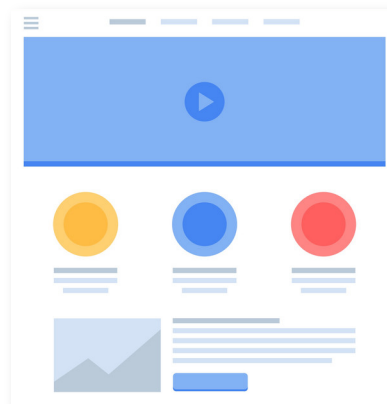
Off-Line Tactics

- ☐ Print collateral (Brochures, catalogs, articles, etc.)
- ☐ Direct Mail
- ☐ Tradeshows and Events
- ☐ Public Relations
- ☐ Trade Journal Articles
- ☐ Referral Strategies
- ☐ Other: _____

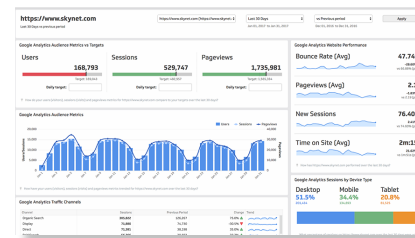
☐ Website and Landing Pages

Most of your marketing tactics will drive traffic to your website. Stand out from the crowd with a professionally-designed site that is mobile-friendly, easy to navigate, and clearly states your key messages (including your brand positioning). Landing pages include a compelling offer and a form to convert visitors to leads. Effective webpages include:

- Compelling key messages
- Brand positioning
- Benefits
- Quality content, imagery and video
- Helpful offers and call-to-actions
- Social proof



3 MEASURE *Tactics are measured to identify effectiveness and where improvements can be made*



☐ Analytics

Marketing data helps you measure the effectiveness of your marketing communications, while also providing insights on how to improve your content and tactics.

Questions?

We're here to help! Schedule a complimentary consultation to learn how to increase awareness, website traffic and leads for your sales team.

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