



The Marketing Fan

The right marketing activities



About this Framework

The Framework “The Marketing Fan” shows a list of 6 broad categories of marketing that you can be inspired by when selecting your marketing mix.

Often it makes sense to use multiple media in your marketing plan instead of just one channel.

A key point of this Framework is that there are many different marketing methods to choose from, and a way to select the right ones is to figure out what is the purpose of the marketing. Is it for example to attract new customers, maintain existing customers, or strengthen the company brand? Once the purpose is established, it is easier to go through the different marketing options and utilize them the best way possible.

Topics for Discussion

- What is the purpose of the marketing?
- What media and methods is the company already using?
- Which marketing mix is the most effective for the company?
- Which other channels could you add to the company's marketing mix?
- Which current methods, if any, should you discard entirely?

Decisions for the Agenda

1. Marketing activities

Decision on which marketing activities to select, which media to use, and how to engage customers in conversations.

2. Marketing messages

Decide key points to be used in marketing materials and your elevator pitch.

3. Customer surveys

Decide when and how to collect responses from customers.

Related Decision Sheets

- Marketing Mix - G2.01
- Customer Survey - G2.03
- Elevator Pitch - G2.04
- Customer Dialogue - G2.05
- Marketing Message - G2.06
- Media Opportunities - G4.01

Related Articles

- “100 Ways to Market Your Company”