



# DEVELOPING A MARKETING STRATEGY





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# MARKETING PLAN

- Detailed blueprint on how to execute and achieve its marketing objectives
- Includes: target market, product positioning, branding communication and promo activities, budget and metrics



# MARKETING STRATEGY

- Broader plan that outlines overall approach
- Includes: specific goals and objectives, general tactics, target market, competitive landscape and key differentiators

# CREATING A MARKETING STRATEGY



# MARKET RESEARCH

- **Surveys:** Online or in-person (Ex tools: SurveyMonkey and Google Forms)
- **Focus Groups:** group discussions for qualitative insights and feedback
- **Competitor Analysis:** tools like SEMrush, SpyFu, Meta Ad Library
- **Secondary Research:** Census, SBA, Bureau Of Labor Stats
- **Social Media Listening:** Brand24, Hootsuite
- **Website Analytics:** Google Analytics, Adobe Analytics



Launched March 2023

Launched February 2023

Active  
 Started running on Feb 8, 2023  
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Let's be real... Running an eCommerce business in a post-iOS update world is no walk in the park.

Your CPAs are either through the roof or you've had to dramatically cut ad spend... which means you're slowly suffocating your business into extinction.



WWW.HARBORMARKETINGAGENCY.COM  
BREAKING: Agency Actually Listens To Client

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We're having FANTASTIC results helping business owners with...

- Hands-Off & Stress-Free Service
- Content Creation...



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Attention Appleton!

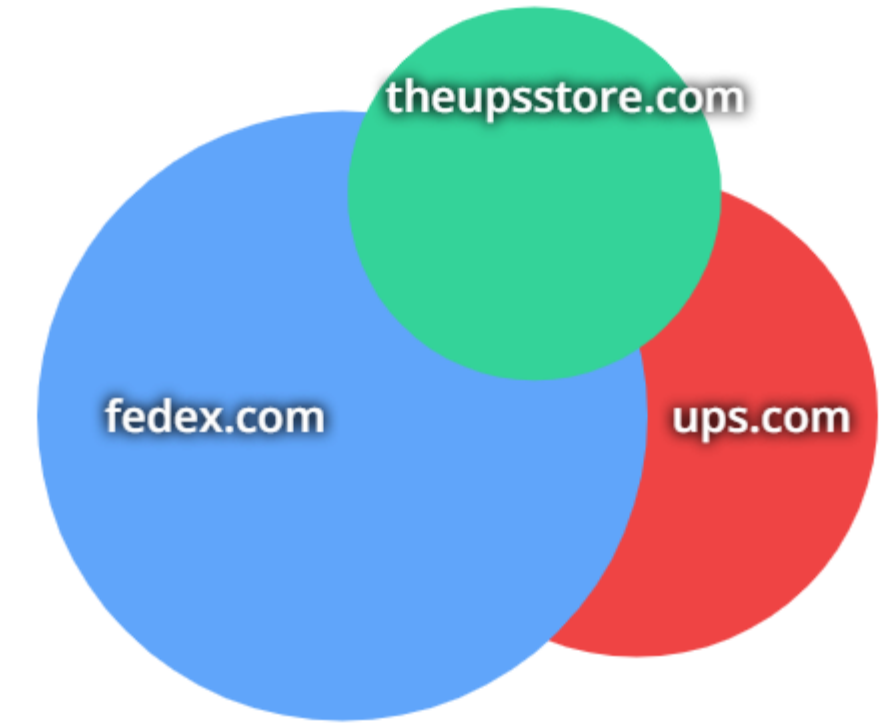
We're having FANTASTIC results helping NEW business owners with...

- Hands-Off & Stress-Free Service
- Website Development...



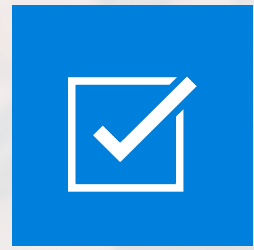
EXCELSIORMARKETINGAGENCY.COM  
Limited Time Only!  
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Launched January 2023





## DEMOGRAPHICS

- Age
- Gender
- Income
- Education
- Location



## PSYCHOGRAPHIC

- Personality
- Values
- Attitudes
- Interests
- Lifestyles



## BEHAVIORAL

- Purchasing habits
- Product usage patterns
- Brand loyalty

# TARGET AUDIENCE

Involves identifying the specific group of customers you want to reach with your marketing efforts.





**Market Research**

**Analyze Current Customers**

**Create Personas**

**Audience Segmentation**

**Utilize Data To Refine**

**Persona:** Fictional characters, which you create to represent the different user types that might use your service, product, site, or brand in a similar way.

**Define Your  
TARGET  
AUDIENCE**



# VALUE PROPOSITION

What sets your product or service apart from the competition

- Identify your target audience
- Study your competition
- Assess your product or service
- Identify the problem your product or service solves
- Determine the unique benefits
- Test and refine





# MARKETING GOALS & OBJECTIVES

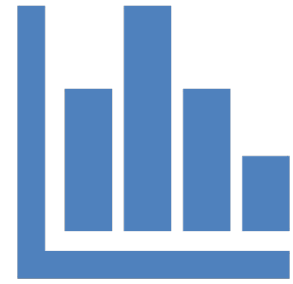
Define what you want to achieve and establish **SMART** targets

- Align with business goals
- Define your target audience
- Identify key metrics
- Set SMART goals: specific, measurable, achievable, relevant, and time-bound goals
- Establish regular reviews





**SPECIFIC**



**MEASURABLE**



**ACHIEVABLE**



**RELEVANT**



**TIME-BOUND**







# COMPETITIVE ANALYSIS

Evaluate your competitors – conduct SWOT Analysis

**Identify your competitors:**  
Both direct and indirect

**Gather information:**  
Competitors products, services, marketing strategies and online presence

**Evaluate strengths and weaknesses**

**Determine opportunities and threats**

**Refine your strategy**



# COMPETITIVE ANALYSIS: **TOOLS**

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Google Trends



SimilarWeb



SEMRush



SM Listening



# COMPETITIVE ANALYSIS: TOOLS

fedex.com VS. [Compare this site to](#) | December 2022 | All traffic

## fedex.com

welcome to fedex.com - select your location to find services for shipping your package, [Show more](#)

Company	FedEx Corporation
Year Founded	1971
Employees	> 10001
HQ	United States, Tennessee, Memphis
Annual Revenue	> \$1.0B
Industry	<a href="#">Business and Consumer Services &gt; Shipping and Logistics</a>

[Connect this website](#)

**Global Rank**  
#291  
-67

**Country Rank**  
#91  
-18  
United States

**Category Rank**  
#3  
[Business and Consumer Services > Shipping and Logistics \(In United States\)](#)

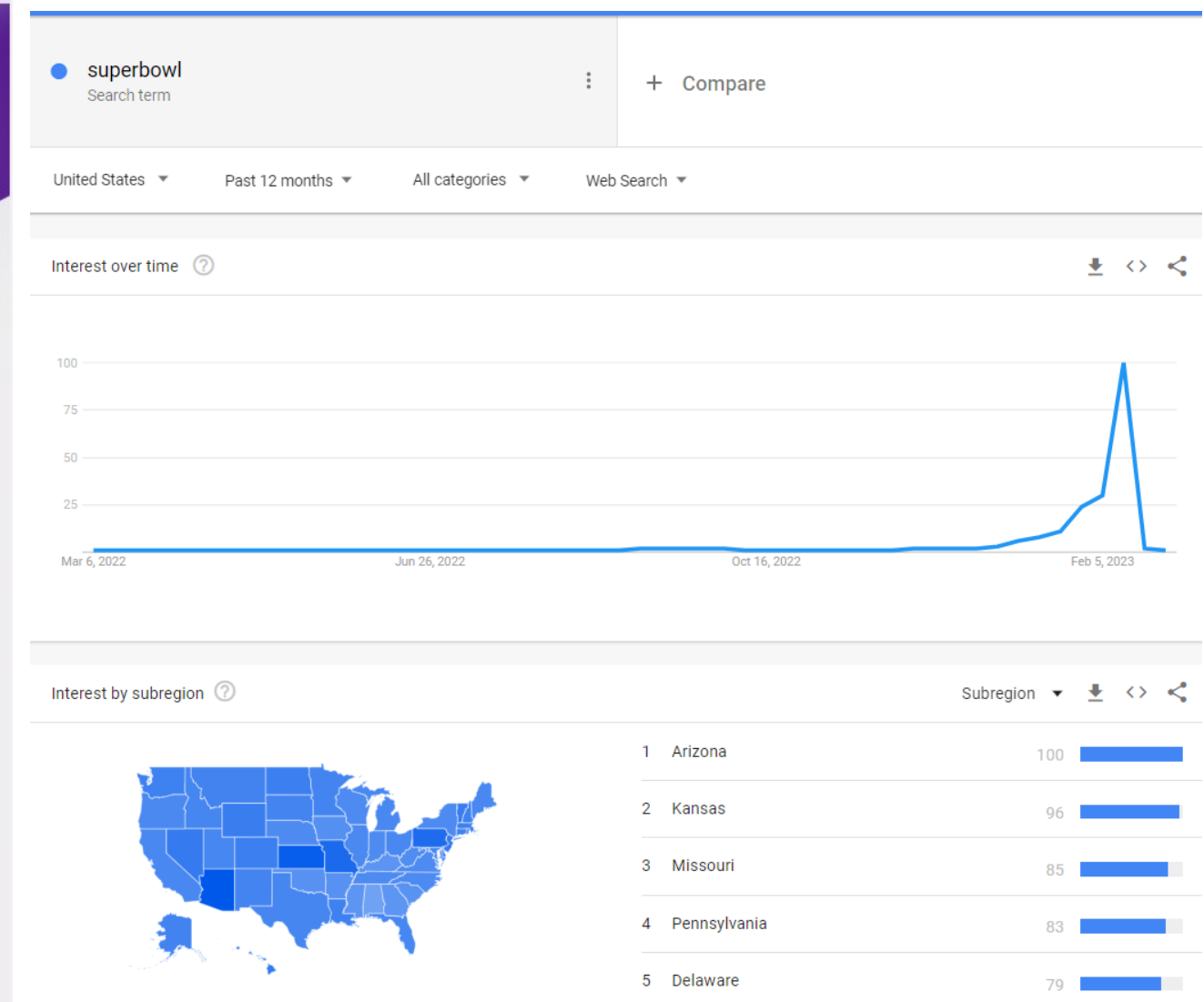
**Total Visits**  
154.9M

**Bounce Rate**  
34.73%

**Pages per Visit**  
3.74

**Avg Visit Duration**  
00:03:01

**fedex.com Ranking**  
Website ranking helps evaluate the value of a business. Over the last three months,





# MARKETING MIX

## PROMOTION

Most effective distribution channels to reach your target

## PLACE (DISTRIBUTION)

Advertising, public relations, sales promotions, direct marketing, and digital marketing

## PRICE

Premium pricing, value-based pricing, or penetration pricing

## PRODUCT

Features & benefits –  
Decide on positioning & branding

Four key elements of a marketing plan: product, price, promotion, and place (also known as distribution)



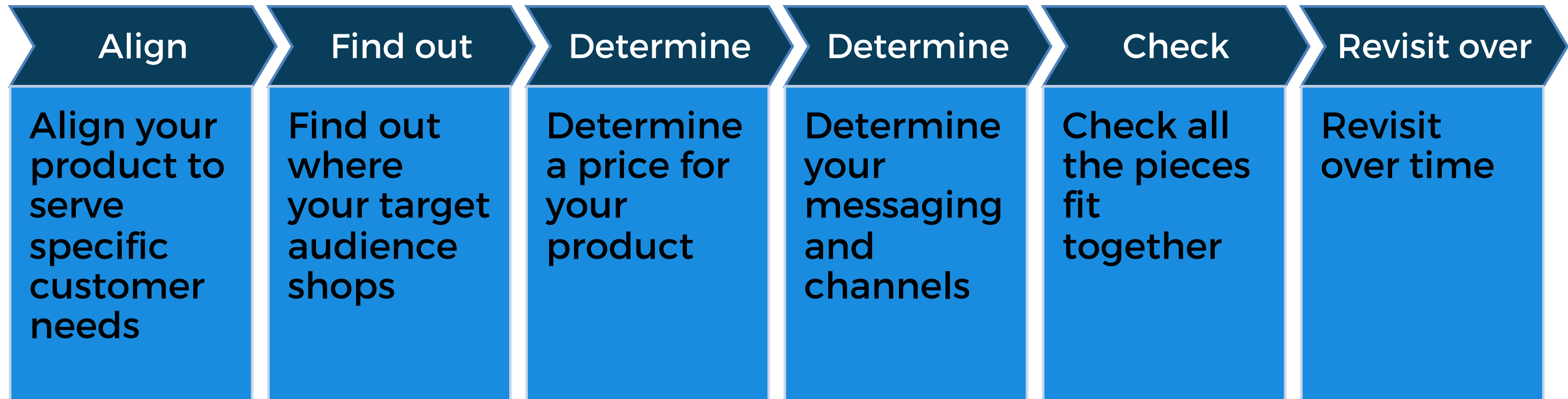
# MARKETING MIX

Determine the most effective channels

- Analyze: costs, accessibility, reach, customer experience, and competition
- Cost Effective and efficient
- Evaluate overall effectiveness: Business needs & Goals
- Monitor & Adjust Regularly



# 6 Steps To Use The 4Ps





# **BUDGET**

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Effective allocation of resources to each of the four elements of the marketing mix

- Establish marketing goals and objectives
- Conduct a competitive analysis
- Assess the strengths and weaknesses of each marketing mix element
- Determine the most cost-effective channels
- Allocate resources to the most impactful activities
- Review and adjust regularly



# IMPLEMENT & EVALUATE



- Develop an implementation plan
- Allocate resources
- Execute the plan
- Track progress
- Evaluate results
- Continuously optimize





## CONTACT US



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