

Play to win!

**MARKETING®
DEPARTMENT**

MARKETING STRATEGY IS MOMENTUM

**getting your business off the ground
and keeping it there requires
marketing.**

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As a 30+ year veteran of the marketing industry I am still astonished at the amount of money small businesses spend on marketing activities with no strategy to support the budget. When I talk to frustrated CEO's and business leaders about their lack of marketing performance, nearly 100% of the time, one of four reasons is creating this friction:

1. They have no strategy.
2. They have no idea how to create a strategy.
3. They think they have a strategy but it's really a tactic.
4. They have a formulated strategy that was entirely assumed and not based on any facts or background.

This lack of strategy leads to a lack of impact and results. And then a cycle begins where decision makers in the company reduce the marketing budget and spend creating even less of an impact.

For just one moment imagine your marketing as an ocean wave. A wave's destination is the shore (your sales goal). But, for the wave to reach the shore it needs momentum (your marketing plan). In order for a wave to form it needs the kinetic energy from the wind (your strategy). No wind. No wave. No shore. – AND – No strategy. No plan. No result.

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What questions should your marketing strategy answer?

While there is a book Momentum Marketing in progress (yup! stay tuned for more) that will help you develop your strategy so that you can make calculated marketing decisions. Here are some leading and probing questions to ask your team. The answers here will lead to a strategy and hopefully a wave of results!

What does the brand need to accomplish for the company?

- How do we stand out in the market and establish a unique identity?
- How do we build trust and credibility?
- How do we create an emotional connection to our customers by solving their pain point?
- How do we create customer loyalty?
- How do we communicate our company values to help shape the perception of our brand?
- How do we support our pricing with an increased perceived value?
- How do we create instant recognition in our industry so that we become the first brand someone thinks about as a solution?
- How do we attract partnerships and investments?
- How do we leverage our brand to attract great people?
- How do we enhance resilience during a crisis?
- What do our marketing activities need to accomplish for the company?
- How can we reach a wider audience?
- How can we attract perspective customers and increase our conversion rates while reducing our sales cycles?
- How can we make the customer smarter during the buying process?
- How do we drive the interaction between customers and our sales and marketing teams ?
- How do we create buzz about new products or service launches?

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- What current marketing activities are performing?
- Which of our marketing activities are not performing?
- How can we better understand the customer's needs?

How do we innovate to stay competitive?

- How can we personalize the customer experience and response times to focus on delivering exceptional customer service?
- What can we do online to engage customers?
- Is there a niche product or service that would solve a customer pain point?
- How are we adapting to the market changes that are happening quickly?
- Can we adopt any technologies to optimize our marketing operations?
- Should we promote ethical practices?

What pain points are we solving for the customer?

- How do we help a customer customize their budget and cost constraints?
- How do we provide flexibility?
- How do we customize for the customer?
- How do we respond quickly?
- How do we provide clear documentation?
- How do we communicate quality control?
- How do we under promise and over deliver?
- What efficient processes and workflow integration should we be promoting?
- How do we make decisions quickly?
- How do we secure our clients data and privacy?
- How do we make billing simple?
- How do we provide the client and ROI?

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Very, very, very specifically who is our customer?

- Example: “aerospace” is not a customer, “aerospace design engineers at OEMs who supply power supplies for satellites that require efficient battery storage)
- What is the category of business in our supply chain are we targeting?
 - Raw Material Suppliers
 - Component suppliers
 - Manufacturers
 - distributors
 - service providers
 - OEM's
 - contract manufacturers
 - logistics providers
 - technology suppliers
 - maintenance repair
 - operation suppliers
 - capital equipment suppliers
 - utility suppliers
 - packaging suppliers
 - consultants and professional services
 - sustainability and compliance suppliers

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- What is the list of titles of decision makers we target?
 - CEO, COO, CFO, CPO, CTO or chief engineering officer
 - vice president of operations
 - vice president of manufacturing
 - director of operations
 - plant manager
 - production manager
 - operations manager
 - supply chain director
 - procurement manager
 - logistics manager
 - materials manager
 - engineering manager
 - R&D director
 - quality control manager
 - manufacturing engineer
 - VP of sales
 - director of business development
 - sales manager
 - facilities manager
 - health and safety
 - manager maintenance manager
 - IT manager

Good Luck!!