

FROM A MARKETING POV, THE “BUSINESS SUCCESS” CHECKLIST:

AREAS OF MARKETING THAT WILL GUARANTEE SUCCESS IF MASTERED:

COMPLETE CLARITY AROUND:

Vision, values, purpose and your corresponding value propositions across markets, service levels, product & price (4Ps).
ie, how does your core strategy “play out”?

UNDERSTANDING OF:

Partner/complementor channels
Marketing channels
All touch points in the Customer Journey
Typical length of Customer Journey
Sales pipeline management/nurturing
Products/services that match position
Product/service development capability
Competitor offerings
How to open new markets

DEVELOPMENT OF:

Brand values and personality
Brand visual identity
Messaging and tone
Communications plan
Sales strategy
Sales processes & relevant tools
Sales management & measurement
Client service program
Defined, conscious “perfect client criteria”
Usable database of stakeholder information
Cross selling opportunities to existing clients
Aligned client services levels across every facet of your business

ABILITY TO:

Articulate a market strategy and write a marketing activity plan
Gain support for strategy across staff body
Recruit & manage marketing staff
Set & manage appropriate marketing budgets

COMMON ACTIONS UNDERTAKEN TO ACHIEVE THIS SUCCESS:

- Research customers, market, competitors.
- Review products, services, pricing. Know where your offering is positioned against all of this and where the opportunities are.
- Understand how your customers access information about a business like yours.
- What other businesses are serving the same markets with complementary products?
- Map the customer journey and intimately understand their thought process as they go through their decision-making processes.
- Analyse the value of the benefits you are providing to customers against those of competitors. Evaluate/devise differentiation.
- Conduct Segmenting, Targeting and Positioning.
- Articulate a positioning statement for the business overall, and adjust for each segment.
- Decide on who your most valuable customers are, and understand the costs of serving them, as opposed to other kinds of customers. Develop strategies that will nurture good relationships and minimise expensive churn.
- Write your key messages to these segments (the core of what you want to say about your benefits to them).
- Create or adjust your brand image to match your value proposition and position.
- Create quantifiable goals for each segment.
- Create strategies to help you achieve goals.
- Decide what reaching those goals will be worth in returns and set a budget for achieving them.
- Set a marketing budget and write a plan of activities.
- Create your marketing collateral (content) across proposed media and deploy.