

Effective Marketing Strategy

Getting the right message to the right people!

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What is a Marketing Strategy?

“Written plan which combines product development, promotion, distribution and pricing approach. It identifies the firm’s marketing goals and explains how they will be achieved within a stated timeframe. Determines the choice of target market segment, positioning, marketing mix and allocation of resources.”

- ▶ A **marketing strategy** will help you to define business goals and develop activities to achieve them.
- ▶ It serves as the underpinning of **marketing plans** which are designed to fill market needs and reach marketing objectives.



Marketing Strategy

Why do I need one?

Because in order to stay in business, you need customers!

What should it include?

- ▶ Description of your company's unique selling proposition (USP).
- ▶ Definition of your target market.
- ▶ The benefits of your products/services.
- ▶ Description of how you will position your products/services.
- ▶ Clear definition of your marketing methods, i.e. Will you advertise? Use Internet marketing? Direct marketing? Sales promotions? Or public relations?

A clear **strategy** will all allow you to create an effective **marketing plan**.




Marketing Plan - what should it include?

When preparing your **marketing plan**, you need to define:

- ▶ • How you are going to attract your customers' attention to your product;?
- ▶ • What is the main message you want to convey to your ideal customer about your product or service?
- ▶ • What sort of marketing methods will best deliver your message to your target customers?



- ▶ •  What are you going to say to secure the sale?

A good marketing plan can set your business apart:

It creates the Selling Point!



Marketing Communications – get your message across

- ▶ This provides the means by which brands and organisations present themselves to their audience and then engage with them over the longer term.
- ▶ “Engagement” can be on two levels; intellectual and/or emotional.
- ▶ Successful marketing communications will use a combination of these two elements, to ensure that the message is heard, understood and therefore engages their audience.
- ▶ It is an totally audience-centred activity, the aim of which is to lead to an “exchange”.i.e. a sale or transaction.
- ▶ Play an active role in shaping your audiences’ perception of your product/service and helps construct brands.



DRIP - The task of Marketing communications

- ▶ All marketing communications need to deliver one or more of the following functions:
 1. *D-ifferentiate* - particularly important where there is little to separate competing products and brands
 2. *R-einforce* – reminding current or potential customers of the benefits of past/imminent exchange
 3. *I-nform* – make potential customers aware of an organisation's offering
 4. *P-ersuade* – both current and potential customers as to the desirability of entering into an exchange (i.e. their money for your product/service)



Dyson DRIP

Dyson manufactures a revolutionary type of carpet cleaner and has over 50% of the UK market. Its communications have needed to:

- ▶ *differentiate* it from conventional products – use of innovative technology;
- ▶ *remind/reassure* customers that the cyclone system work better than any other and to resist the competition's attempts to gain top-of-mind awareness;
- ▶ *inform* and educate the market about what is wrong with conventional appliances;
- ▶ *persuade* potential customers to consider Dyson as the only option when purchasing floor-cleaning appliances;



Top Tips for Effective Marketing

- ❖ Identify your target audience.
- ❖ Be clear about the message you want to communicate.
- ❖ Deliver the message in a way which your target audience will understand and in a location where they are likely to encounter it.
- ❖ No marketing activity is “cheap” – even if it is only £25 in a local newspaper. Spend your marketing budget wisely!
- ❖ There is marketing activity which is “value for money” and there is marketing activity which is not.



Top Tips for Effective Marketing

- ❖ Always aim to identify a tangible return on investment (ROI) for marketing spend.
- ❖ Ensure you have considered all communication channels (newspapers, TV, radio, New Media, in-store POP, etc.). Some will be more appropriate than others, so choose the one that is best for you and your business.
- ❖ When you have limited resources it is better to do a few things really well, rather than spread your activity thinly.
- ❖ Be consistent in how you portray your brand at all times, across all forms of communication.

