



MARKETINGLIFELINE

Educate | Empower | Elevate

12

**Marketing must-have's
every business needs
to make money (not lose it!)**



Thank you for downloading the 12 Marketing must-have's every business needs to make money (not lose it!)

These 12-steps to Marketing success have been carefully articulated to help you get your Marketing right, without being a Marketing expert. So, the next time you ask yourself, why is your marketing not working, rather take a look at these 12-steps and identify where you may need to work on to help you develop a Marketing strategy for success.

Do our FREE assessment now to see how you score:
<https://themarketinglifeline.outgrow.us/themarketinglifeline-2>

STEP 1: CUSTOMER EXPERIENCE



“You’ve got to start with the customer experience and work back toward the technology – not the other way around.” – Steve Jobs -

What is customer experience? Customer experience (also known as CX) is defined by the interactions and experiences your customer has with your business throughout the entire customer journey, from the first contact to becoming a happy and loyal customer.

The Customer Experience Lifecycle gives us an idea of the customer journey through our business and allows us to be pro-active and create engaging touch points at each stage with both potential and current clients. Getting the customer experience right from one engagement to the next, impacts feelings and emotion, builds trust and encompasses a winning customer journey!



How would you rate your customer experience before, during and after out of 10? Or when last did you ask your customer/s?

STEP 2: YOUR CURRENT STATE



“Suspecting and knowing are not the same.”
– Rick Riordan -

What is your current state? This is a representation of your current business which I like to represent using the traditional 4P's and four more recent P's that have been identified and created the 4P's + 4P's to give you a nice overview of where you are currently at, as well as where you may need to turn your attention too.



When last did you conduct an internal review of your business and identify your 4P's + 4P's?

STEP 3: SWOT ANALYSIS



“Don’t sit down and wait for the opportunities to come. Get up and make them.”
– Madam C.J. Walker -

What is a SWOT Analysis? It is a source of information for strategic planning that helps you identify your strengths and the weaknesses (for self-reflection) as well as the very possibilities of opportunities to help you set you apart from your competitors

To prepare the conducive SWOT analysis, I do suggest you take the time to conduct some market and competitor analysis to help you identify your very opportunities and or threats.

S



STRENGTHS

Favourable external factors that an organisation can use to give it a competitive advantage

W



WEAKNESSES

The areas where the business needs to improve to remain competitive

O



OPPORTUNITIES

Describes what an organisation excels at and separates it from the competition

T



THREATS

External factors that have the potential to hinder or harm an organisation

Have you ever prepared a SWOT analysis for your business and if so, did your opportunities render any new findings or perhaps changed your business for the good?

STEP 4: YOUR WHY



“People don’t buy what you do, they buy why you do it.” – Simon Sinek -

Why is your WHY so important? Very few people or companies can clearly articulate why they do what they do. This isn’t about running a profitable company—that is a result. Why is all about your purpose. Why does your company exist? Why do you get out of bed in the morning? And why should anyone care? The sooner you define your WHY to build your story, the sooner your customer will relate to you!

The Golden Circle

by Simon Sinek

WHAT?

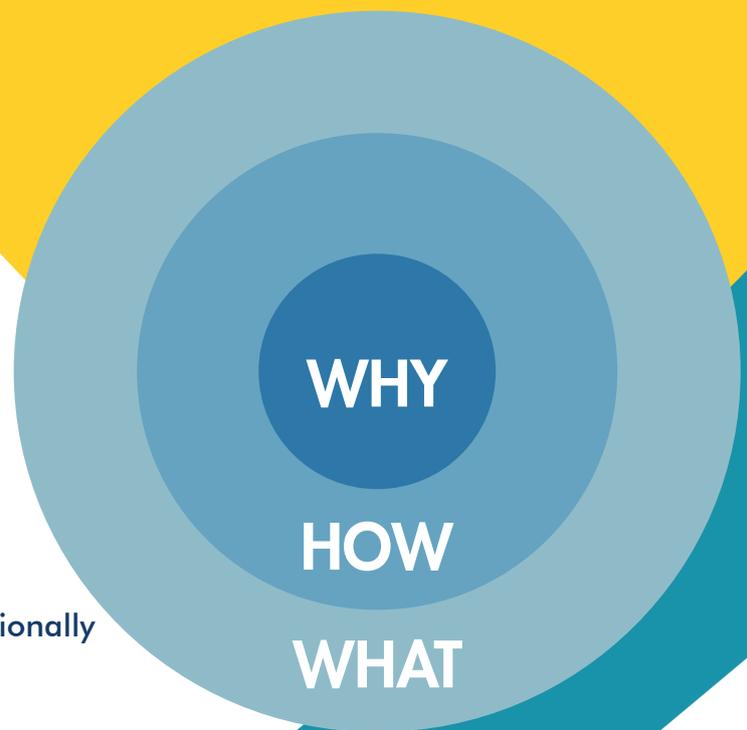
Messaging about you, your products, or services

HOW?

Messaging about what you do differently or exceptionally

WHY?

Messaging about what you believe in or are trying to achieve



Have you established your WHY and created your story to share with the world?

STEP 5: WHAT PROBLEM DO YOU SOLVE?



“Don’t find customers for your products, find products for your customers.”

– Seth Godin –

What is a problem? A problem are pain points that you would have identified in your research that your current or prospective customers may have. A pain point is a specific problem that people are experiencing and will seek a solution to ease their pain. Sometimes even pay a lot of money for it, if it is going to help them!



Have you identified what pain points your product or service helps solve so your prospective customers can sleep at night?



Still feeling overwhelmed or confused?

Book a FREE 30-min chat with us now (valued at R497) to talk about your real Marketing struggles, and lets see how we can help you:

<https://calendly.com/themarketinglifeline/30minchat>

www.themarketinglifeline.com

STEP 6: WHO IS YOUR TARGET MARKET?



“There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market” – Philip Kotler -

What is a customer persona? Your customer persona is a document that details your target audiences who, what, when, where, and why, in addition to understanding general demographics including gender, job title, job function, industry and buyer location. It is also a key element to enable you to determine what their personal drivers, daily motivators, goals and frustrations are.

Caring Carla

Newly Wed



Name: Carla Jennings

Age: 29

Occupation: Graphic Designer

Industry: Marketing & Advertising

Location: Johannesburg

Technology: 5/5

Buyer influencer: Yes

Buyer Location: Online

Research and online reviews

PERSONAL DRIVER

“I want to give my pet the most natural products”

MOTIVATORS

Carla is recently married and her and her hubby John both love animals. They have two Great Danes, a Jack Russel and two cats. Their animals are like their family, so they want to give their pets the best care they can give. Her older Great Dane suffers from a lot of pain and she is looking for a more natural product to continue to treat this chronic pain.

GOALS

- She wants to take care of her animals in the best way she can
- She also wants to offer them the least harmful products she can so they can have a better quality of life
- She also wants to look at the option of alternative medicine for her pets

FRUSTRATIONS

- Not everyone feels the same about her animals as she does
- She doesn't mind paying a bit more, but she finds it very hard to find good natural pet products
- She is very keen on CBD products as an alternative, but her friends tell her otherwise

Have you identified who your ideal target market is and prepared a customer persona to get to know who they really are?

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STEP 7: WHAT IS YOUR UNIQUE MESSAGE?



“People don’t buy features, they buy benefits. Features answer the question, what is it? Benefits answer the question, what’s in it for me?”
– Tom Abbott -

What is a Unique Value Proposition? Your unique value proposition (UVP) is a clear statement that describes the benefit of your offer, how you solve your customer’s pain points, and what makes you distinct from every other offering in the market. It is WHY your customer will choose to buy from you rather than your competitor! By identifying your UVP for your specific target market, it should also guide your key messaging which should be based on the problems you solve and the benefits to the customer. Your messaging should not be a feature fight, because this will lose, you need to build trust on what is in it for the customer, not you!

FEATURES

Unbreakable
Design



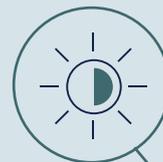
Waterproof
Material



Real Wood
Handle

BENEFITS

Protects from
Harmful Sunrays



Blocks Out
Rain Drops



Is your message true to your UVP and does it speak to your target market, or does it only speak features?

STEP 8: HOW DO YOU PACKAGE YOUR PRODUCT FOR MARKET?



“Price is what you pay. Value is what you get.”
– Warren Buffett -

How to determine your right price and package? Your pricing model should be built around the core offering of your product or service, and your pricing strategy is based on how your product compares to your competitors and the demand for it. But don't forget about value-based pricing, it is not all in the price but how you package it to increase the purchase value.



Have you considered a pricing strategy that will set you apart from your competitors and make you more money?



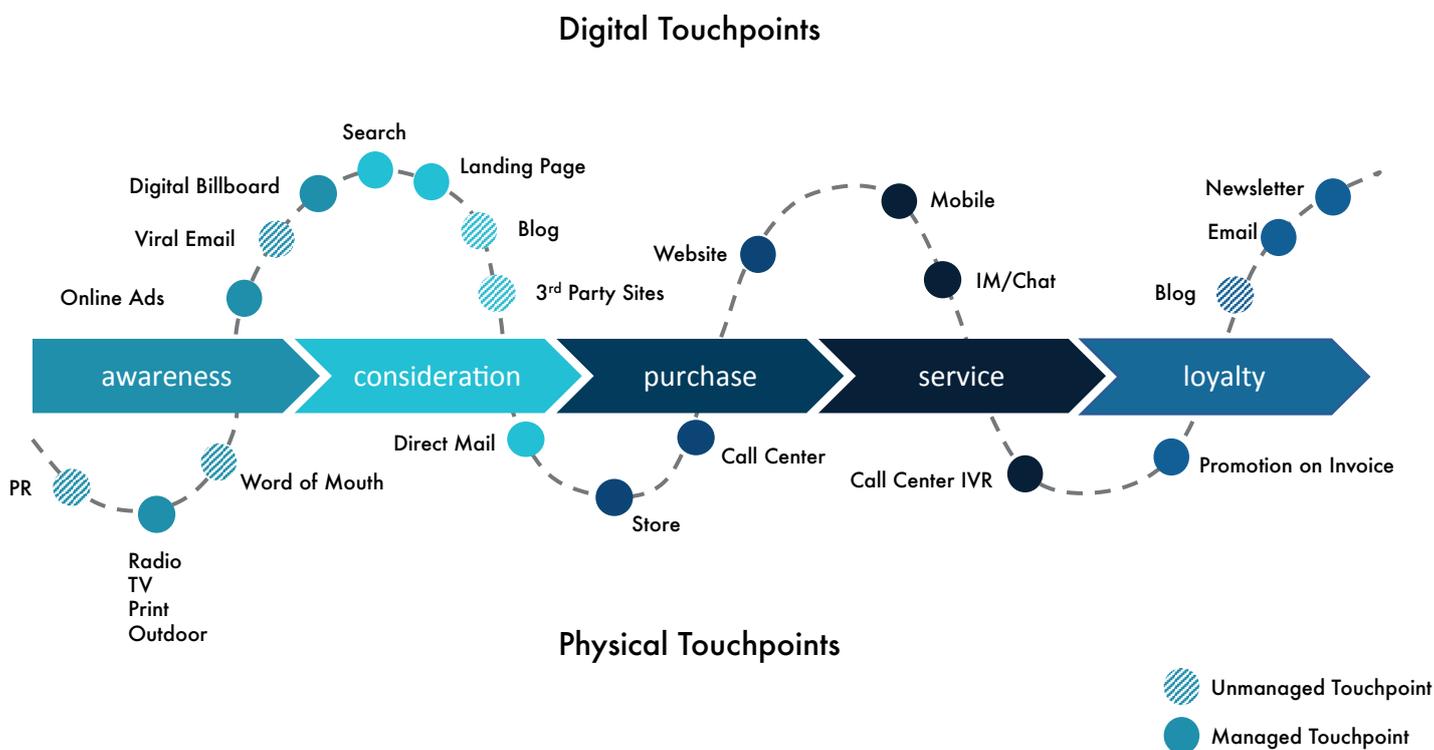
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STEP 9: WHAT IS YOUR PROMOTION AND ON WHICH PLATFORM?



“Opportunity is missed by most people because it is dressed in overalls and looks like work”.
– Thomas Edison -

What is a promotion and platforms? Promotion is a mix of communications designed to convey information about a company and its products/services to prospective customers. A platform is a touch point or a point of contact or interaction between a business and its customers or consumers, both on physical and digital channels.



Are you doing the right promotions on the right platforms to the right target market?

STEP 10: HAVE YOU SET OBJECTIVES?



“Setting goals is the first step in turning the invisible into the visible.”

– Tony Robbins –

What is the difference between a goal and objective? A goal is a desired result that a person or a system visualises, plans, and commits to achieve. Your objectives will help you achieve your goal because they are specific, measurable, and actionable. So, your objectives make your goal tangible.



Have you set the right objectives to help you towards your goal with daily, weekly and monthly actions?

STEP 11: YOUR PLAN AND YOUR BUDGET



“Setting goals is the first step in turning the invisible into the visible.” – Tony Robbins -

What is a plan? A plan is your activity plan. It is a schedule of what you want to do and when, keeping in mind who your market is, what the key messages are and what media you want to use. It helps you identify what you need to do to get your prospective customers into your sales funnel and move them to a sale. Keep feeding it with messaging and money, because the more you put in the more you will get out!

AWARENESS

TOP OF FUNNEL

Get people to visit your website through clever content

CONSIDERATION

MIDDLE OF FUNNEL

Nurture leads now that they know you with more valuable information and free trials

DECISION

BOTTOM OF FUNNEL

Convert the lead into a customer with a special offer

RETENTION

Keep them coming back for more with even more targeted and valuable content about your offering

Have you got an activity plan and budget in place that pulls your prospective customers into your sales funnel and guides them through?

STEP 12: MEASURE & CHANGE



“You can’t manage what you don’t measure” – Peter Drucker -

What is it to measure? To measure is quite simple, it is tracking the activities you implement in your activity plan. Some key marketing metrics to use include revenue, cost per lead, website traffic, landing page conversions and the customer lifetime value, to name a few. As Peter Drucker says, we can’t manage what we don’t measure, so to take ownership we have to measure and test, measure and if something isn’t working change it.



Do you measure your Marketing activities and change what isn't working, or do you base your decisions on assumption?



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