



HOW TO DO MARKETING THAT ACTUALLY WORKS

YOUR GUIDE TO MARKETING
STRATEGY AND PLANNING



In this guide I'm going to explain exactly what I do as a strategic marketer to deliver marketing that actually works. By that I mean marketing that delivers predictable, repeatable sales. I'm going to share the 5 steps that I take all my clients through to create a robust marketing strategy and plan for their business. If you do all this then you won't need to spend a penny on a consultant like me.

But why would I do this? Am I trying to put myself out of business? Far from it!

I'm prepared to bet that the kind of ambitious business owner I'd like to work with will take one look at this and say, "I can't do this by myself Ros. I need help so let's talk."

So, here's your complete guide to doing your marketing that actually works. If you can't or don't want to do this alone, [book a discovery call with me here](#) and we can go through it together.

"Ros has deconstructed 'marketing' and created a framework that covers the whole of the territory, a system to ensure the parts of the framework hold together, processes that take you from first thoughts to outputs, and measurements to tell you if your assumptions are valid and if your marketing is working."

Philip Avery, The Business Mechanic




Step 1: Deeply understand your customers

This is fundamental when taking a strategic approach to marketing. If you don't understand your customers very well then it's unlikely your marketing will resonate with them. You'll probably end up taking a "scatter-gun" approach to marketing and wasting a lot of time and money in the process.

Everyone has different needs, attitudes, challenges and pain points so unless you know who your ideal customers are then the following things will happen:

- Your marketing activities won't deliver ROI because you're attracting a lot of the wrong people to your business or you're not attracting enough of the right people to your business.
- You'll struggle to decide which marketing channels and activities to use because you won't know where your customers are and how to get in front of them. You'll also struggle to decide how often you need to do them.
- You won't know what you say about your product and how to say it because you won't know what is interesting and relevant for your audience.
- You'll struggle to be consistent across your marketing because you won't know what they'll engage with best. The result of this inconsistency is it breaks trust and stops people buying from you.
- Other people around your buyer will prevent the sale (such as their spouse, business partner, FD etc) because their objections are not being overcome.
- You'll end up with a lot of unprofitable customers. If your marketing is scattergun, you'll end up attracting a lot of the wrong customers to your business. This can be catastrophic for a small business.
- Buyers keep asking you for things you don't really do (or don't want to do) and people keep referring the wrong kinds of customers to you.

Your ideal customer persona should describe, not just who your customer is, but their problems, desires, concerns and questions so your marketing will resonate with them.



Step 2: Make sure your product, and how you describe it, matches your ideal customer

If you aren't describing the benefits of your product in a way that is meaningful to your ideal customer then they just won't 'get it'.

If prospects are turning you down when you know that your product is perfect for them, this could be where the problem lies.

Of course, when you understand exactly who you want to attract to your business, this becomes so much easier. You can talk about the outcome your buyers actually want and show them the light at the end of the tunnel after they've bought from you. If you haven't really understood your ideal customer then it's impossible to know for certain what words and phrases will resonate with them.

Also think about the alternatives for your buyer. What else could they do instead of buying your product or service and what are the pros and cons of each alternative. Knowing why someone might choose an alternative over your product or service is key to effectively describing the value of your offering.

By deeply understanding your proposition and what it means in the mind of your buyer, you can ensure your marketing speaks directly to the root of their problems and compels them to find out more.



Step 3: Set specific objectives to measure your marketing against

The old adage that "if you don't know where you're going then you won't know how to get there" always applies in business. If you don't know what you need your marketing to achieve, how will you know if it's working?

"Well we got quite a few leads from that campaign..." OK, that's great but how many did you need to get to make the campaign worthwhile?

What are your business goals and what does your marketing need to deliver (in terms of leads or new clients or sales to existing customers etc.) to achieve that goal.

Set yourself (and your team) goals that are specific, measurable, achievable and, above all else, aligned with your business goals.



Step 4: Map out your customer's buying journey

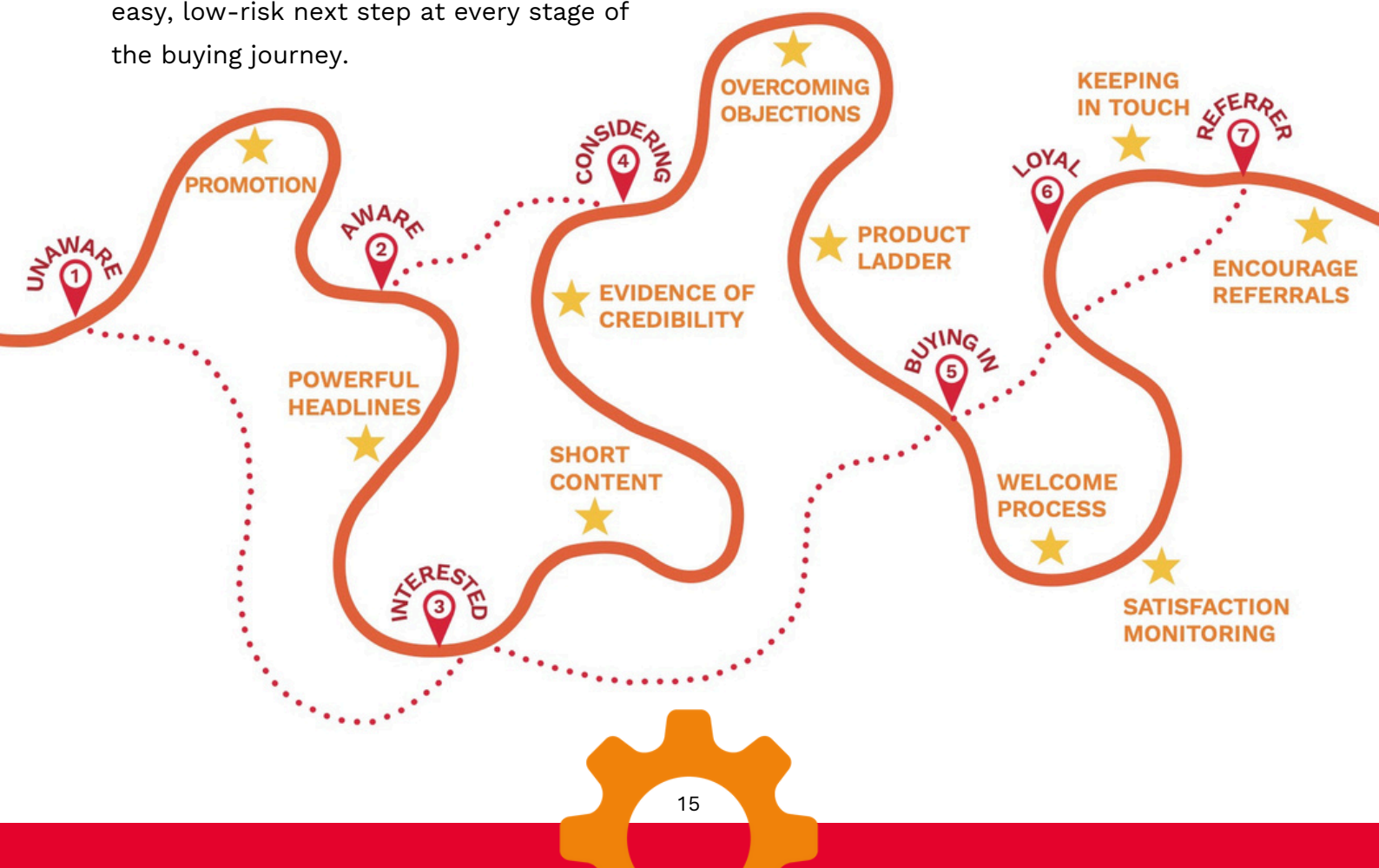
How will prospects go from first hearing about you to actually buying from you? How many steps are there in that journey?

If your product is usually an impulse-buy then you probably won't have many stages in your customer's buying journey. If your product or service is a high-risk or high-value purchase then your buyer will likely take longer to decide and there'll be more stages in their decision-making process.

Either way, your marketing needs to support your customers through their journey so they can make their buying decision comfortably in their own time. You should be able to offer your customers a logical, easy, low-risk next step at every stage of the buying journey.

Since every business has a different ideal customer, every business will have a different buying journey. Even very close competitors have slightly different ideal customers and different buyer journeys. This is why "copy and paste" marketing doesn't work.

Have you ever looked at some marketing a competitor has done and thought "that looks like it's working well, we'll do that!" and it's been a complete waste of time? Or have you ever taken advice from another business owner who said "I got tons of business from Adwords, you gotta be doing Adwords" and you got nothing? That's because you have a different ideal customer and a different buyer journey. You have to map out your own.





Sometimes customers will know exactly what they want from the outset and we skip stages. Other times prospects dance around for a while before they're ready to take the next step. Either way is fine, but you need to have these stages built into your marketing so that customers can make that journey in a way that suits them.

If you haven't worked out a clear, tiered path to purchase then customers will sometimes step out. They'll decide that the next step is too big a jump for them and they'll walk away.

Once you've mapped out your current buyer journey, walk it through from your customer's perspective. Are there any gaps where people have to take a big leap of faith to move to the next step? When you find these gaps, add a marketing tool, process or piece of content that will better support your customers.

If you can design a buyer journey that meets the needs of your most risk-averse customers then your conversion rates - and sales - will shoot up.

Step 5: Prioritise your activities and turn it into a marketing plan

There are a number of different ways to prioritise your marketing. I like to identify the quick wins first because it's always motivating to get a few things ticked off early on. Then I take a structured approach to prioritising the projects that'll take longer, to maximise long-term profits.

This gives you a one-page marketing plan that you can confidently start executing straight away.

Every day I see the difference this one piece of paper can make to a business owner. All of a sudden, the overwhelm of "I've got so many marketing ideas, where do I start?" just disappears. You start with your #1 task and focus on that. All of a sudden, the stress of "Am I making the right decision here? Is this going to make any difference to my sales?" goes away. You know what's going to work because you've mapped it out and you can see exactly how it's going to lead to sales.



Step 6: Measure and test to make sure your marketing works

The mistake people make here is they try something like, say, posting on social media and then after a couple of months they look at home many sales they can attribute to that activity and, if it wasn't very many (or if it was none at all!) they'll say "that didn't work, I'll try something else".

This is like building a car, putting the key in the ignition only to find it doesn't go and then scrapping the whole thing only to start again with a blank sheet of paper. There are hundreds of reasons why that car might not work!

Maybe you forgot to put oil in or maybe the engine wasn't tuned properly or maybe the steering column was mis-aligned or any number of other reasons. An engineer would never abandon a whole machine and starting again because "it doesn't work".

Your marketing is not one "thing", it is a machine made up of thousands of cogs that all need to work together to generate long-term loyal customers. Each cog needs to be measured and tested to identify where the issues are and where improvements can be made.

"Social media" is not one cog either. It's made up of headlines, copy, images, targeting, frequency, messaging and many more cogs that each need to be monitored and measured.

Launching a new marketing activity from scratch probably won't work first time: engineers know this. That's why they measure all the components of a prototype before they start assembling. They also test each subassembly (groups of components) before they are put into the final machine. That way if "it doesn't work" they can identify which of the parts of the machine are causing it to fail.

This is how to approach marketing measurement to make sure your marketing works to deliver regular, predictable sales.





Is it time you got a strategic marketing
plan in place for
your business?

Book a free call with me at:
rosconkie.com/clarity