

Strategic Marketing Process

Getting your marketing out of piecemeal tactics into a comprehensive strategy for scaling isn't difficult if you follow this process. Let me take you through this process and start high-impact marketing designed for your business and market needs.

1. Assess the current situation:

- Determine what resources you have available.
- Analyze and summarize your market space(s).
- Analyze your company's internal strengths and weaknesses.
- Analyze external opportunities and threats.
- Assess the competition and competitive environment.
- Assess the macro environment in terms of social, economic, political, and technological opportunities and challenges.
- Identify critical issues to be addressed in your marketing activities.

2. Develop your marketing strategy, including:

- Your business mission and vision
- Your overarching business objectives
- Your marketing objectives
- A description of your target market and customers (i.e., buyer personas)
- Your unique positioning statement
- Your unique value proposition

3. Craft your marketing program, by outlining:

- Your product messaging
- Your pricing strategy
- The channels you will communicate across
- Your promotion plans

4. Determine your controls, benchmarks, and measurement processes, including:

- Budgets and resources
- Critical success factors
- Key performance indicators
- Your preferred technology solutions and platforms