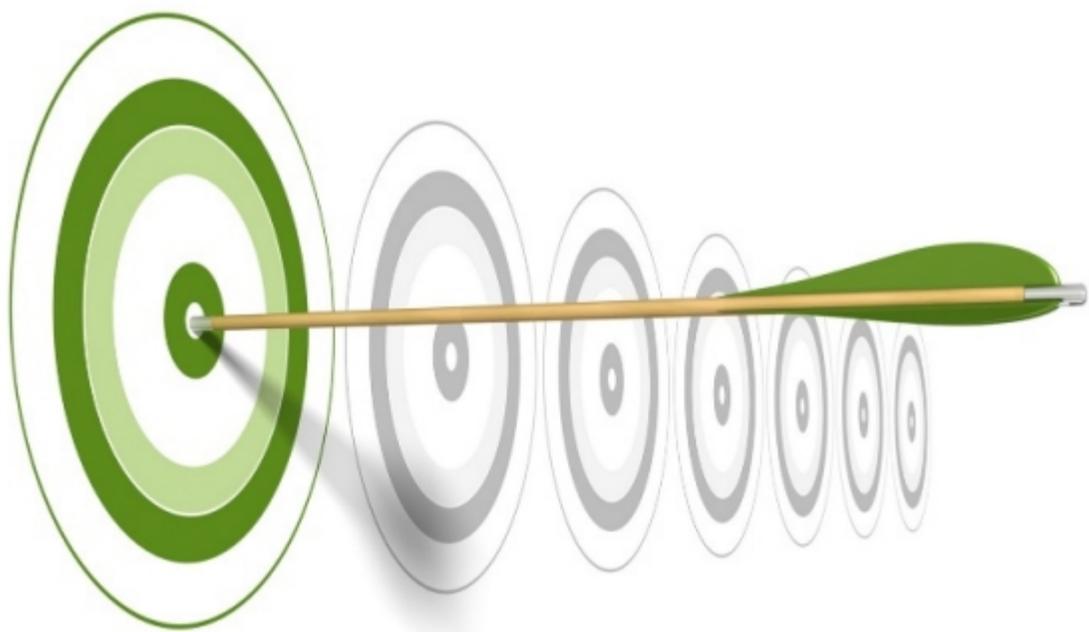


ANATOMY OF A MARKETING ACTION PLAN

The essential guide to developing a
Marketing Strategy and Action Plan



DALE SPENCE

ANATOMY OF A MARKETING ACTION PLAN

The Essential Guide To Developing A
Marketing Strategy And Action Plan

No part of this book may be reproduced in any form by photocopying or any electronic or mechanical means, including information storage or retrieval systems, without permissions in writing from both the copyright owner and the publisher of the book.

© Dale Spence, Genesis Digital Marketing, 2022

A catalogue record for this book is available from The British Library

ISBN 978-1-3999-1891-6

DEVELOPING A MARKETING STRATEGY & ACTION PLAN

OVERVIEW

Most entrepreneurs, or people who start their own business have real talent and skill in what they do – and they do it well. However, all too often, marketing is not one of those skills. Marketing is a wide and complex field, and a specific skill in its own right. It isn't a field of certainties like mathematics or physics – *do x on y and z will happen*. Rather, you *do x on y and then test it, then learn from that and act accordingly*. It is all about human behaviour and interaction, and it is a skill that can be learned.

I think if you want to be a successful entrepreneur, and build a successful business, you really need to master marketing. You don't have to do everything yourself, but it is important to understand how to get customers. Then you can make sure it gets done, whether you do it or you get someone else to do it. It is also useful to be able to avoid common mistakes and pitfalls.

If you want your business to succeed, you cannot ignore marketing.

As already mentioned, marketing is a wide and complex field. It is easy to feel overwhelmed, especially if you, or a small number of you, are trying to do everything in your business. Time is a precious commodity. It is important to recognise that there is usually a handful of things that will make a big difference. What this handful is will vary from business to business and from industry to industry. One of the aims of this book is to enable you to identify that *handful of things*, and start there. So don't feel over-whelmed, let's just find a solid place to start and go from there.

Much of marketing is understanding people, communication, interaction and motivation.

As we know, a key to business success lies in getting customers. No customers – no business, no matter how great the product. When times are easy, getting customers may well be easy too. But in tougher times, you have to learn the skill of getting customers and get good at it.

Mastering marketing will make the difference between surviving or not surviving, or the difference between struggling and thriving. If you want to thrive this year, upskill your marketing. To grow, there are really only three tactics:

- 1) get new customers
- 2) retain existing customers
- 3) sell both groups more at good prices

In this book we are looking to highlight topics, principles and techniques of particular importance. Many of these are subjects of study in their own right with a myriad of books about them. We cannot go into depth on these. My intention here is to bring them to awareness, both as a subject and as an influence into a marketing strategy. If you like, to depict the landscape of marketing. Pretty much every point mentioned could do with a much deeper discussion. So throughout this, keep in mind this is just a summary.

Before we start, there are some key principles we need to look at, some not directly marketing related. But remember, at the root of it, marketing is a people thing. Then we'll look at constructing an Action Plan.

ACKNOWLEDGEMENTS

I have learned hugely from so many people. It is impossible to name them all, but significantly:

Chris Cardell of Cardell Media

Mike Filsaime of Groove

Travis Stephenson of Chatmatic and the ProAcademy team

Alex Cattoni and her Copy Posse team

Mike Shreeve and his Peaceful Profits

TABLE OF CONTENTS

Developing a Marketing Strategy & Action Plan	iv
Overview	iv
Acknowledgements	vi
General Principles	1
1) What you think is possible – your Possibility Paradigm.....	1
2) Covid-19 and lockdowns have changed the world.....	2
3) Find your best customers and sell more to them	5
4) Website – optimise for conversion.....	5
5) The Importance of Video	6
6) The Importance of “Mobile First”	7
Marketing and Business Principles	9
Know Your Customer – Avatars.....	9
Touchpoints	10
The 56-40-3 Rule.....	11
Five Levels of Customer Awareness.....	12
Referral Strategies	13
Premium Pricing Strategies.....	14
Product Development	16
Joint Ventures / Partners	17
KeyPerformance Indicators (KPIs) and Metrics.....	18
Testing and Measuring.....	20
Building Your List	21
Components of a Marketing System / Plan	22
Sales Funnels.....	31
Automation and Integration	35
Scaling	36
Author Yourself a Book	37
Get Your Marketing Right	38
Things Specific to Your Industry	40

Some Common Mistakes	41
Designing a Marketing Action Plan	45
Steps	50
Creating vs Implementing a Marketing Action Plan.....	56
Final Thoughts	59
If you only have an hour or two – “that one thing”.....	59
Co-ordination and Consistency.....	60
Marketing is Never Done.....	60
Never Stop Testing, Never Stop Learning, Never Stop Marketing.....	61
Resilience	61
Where To Next?	63

My biggest wish in writing this – imagine in six months, or in a year’s time, we look at your marketing, and you say to yourself, “Yep, maybe I haven't got my marketing completely nailed, but it’s pretty darn good. And my business is doing pretty darn good too... We did good.”

**If you like the look of this,
if you want to understand Marketing Strategy and Action Plans
and put that into practice, buy my book.**

**Read it and mull over how that material fits with what you are doing,
and what you need.**

Call me, if you would like to work with me.

Buy my e-book