

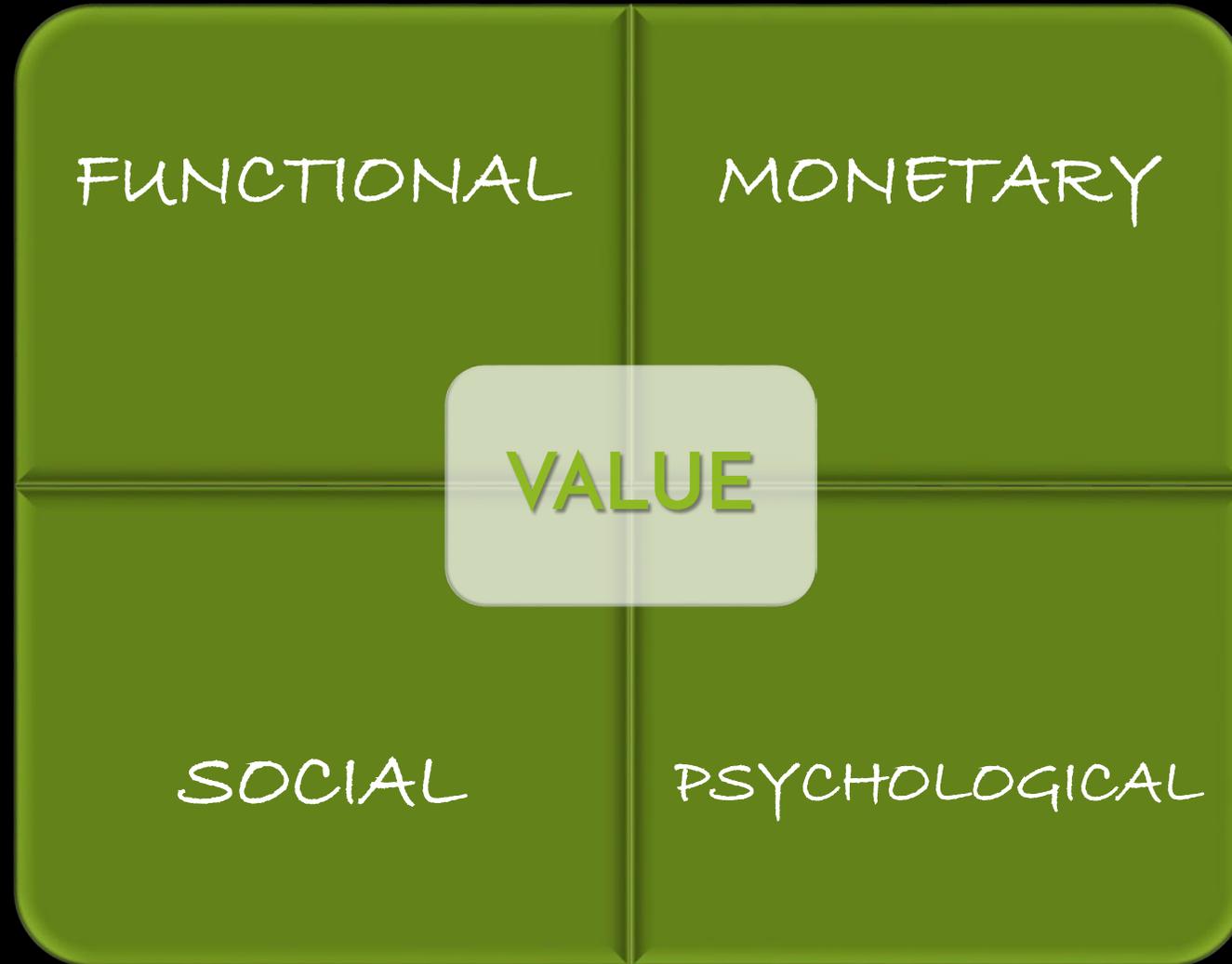
HOW TO CREATE A MARKETING STRATEGY BASED ON VALUE



SO, WHAT DOES
VALUE MEAN IN
MARKETING TERMS?



What is Marketing Value?



**HOW TO CREATE A
MARKETING STRATEGY
BASED ON VALUE?**



What is Marketing Strategy?

- Marketing

- **Noun;** The promotion, distribution and selling of a product or service; includes market research and advertising.

- Strategy

- **Noun;** A plan of action intended to accomplish a specific goal.

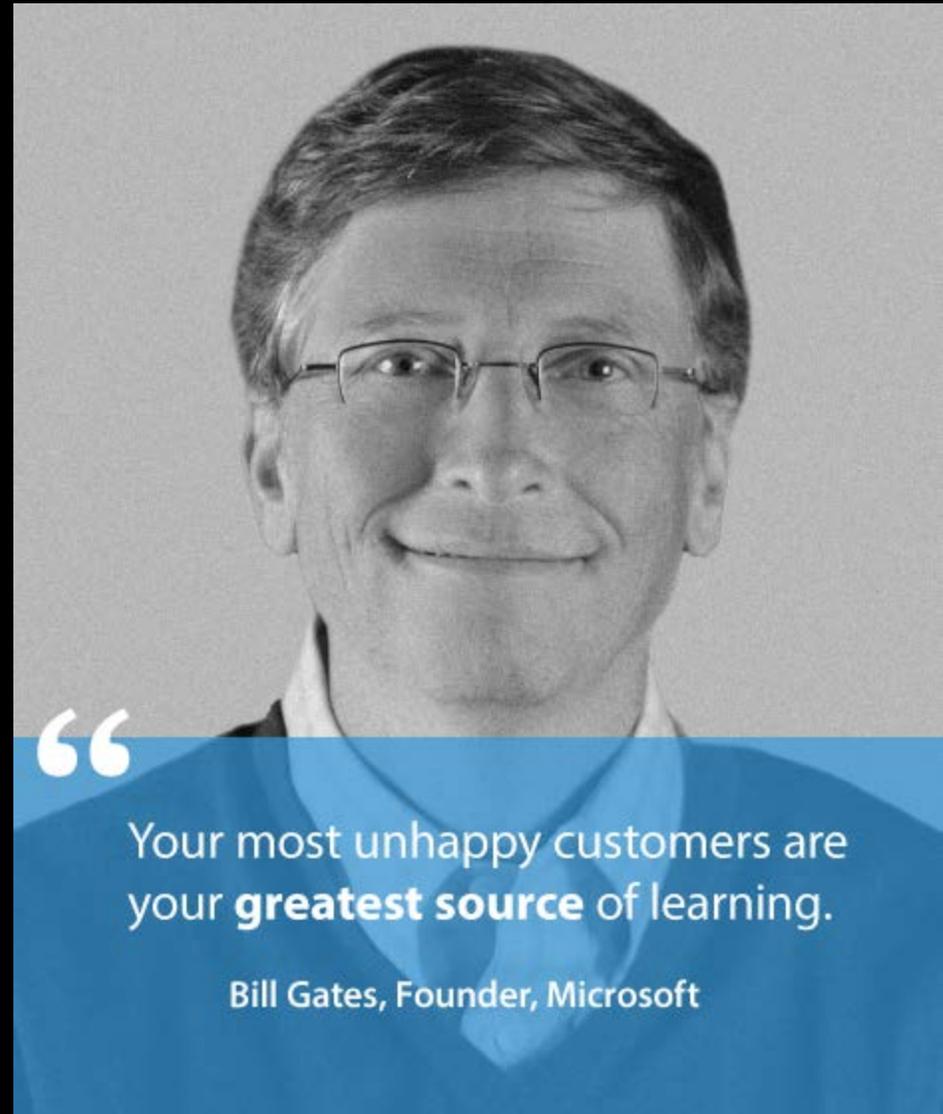
A plan to enable a company to focus their limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage

Where to begin?



SITUATION...where are we now?

- **RESEARCH**
 - SWOT Analysis
 - 4Ps - Product / Place / Price / Promotion
 - Data collection
- **AUDIENCE**
 - Customer insight
 - Brand perception
 - Audience Personas
- **BUDGET**
 - Internal capabilities & resources



“

Your most unhappy customers are your **greatest source** of learning.

Bill Gates, Founder, Microsoft

OBJECTIVES...where do we want to be?



STRATEGY...how do we get there?

*Whatever you do,
make it client
centric*



STRATEGY...how do we get there?

- **Segmentation**; understand your audience...
- **Targeting**; content/messaging...
 - Pulling not pushing
 - Right platform / Right message
- **Positioning**; the brand exchange...
 - Communicating messages
 - Messaging/Brand
 - Conversations



TACTICS...how EXACTLY do we get there?

- Right audience / Right message / Right time
- Contact strategy / messaging matrix
- Marketing mix
 - Paid / Search / Social / Website / Email /
 - Face-to-Face / Print / TV / Radio



ACTION...what to do and when?

- Responsibilities
- Resources / skills
- External agencies and partners



CONTROL...how do we measure performance?

- Usability testing
- Customer surveys
- Customer feedback
- Site visitor profiling
- Frequency of reporting
- Process of reporting actions
- Client and supplier KPIs
- Data capture



LEITZ
WORK
IN
PROGRESS



LEITZ 1005

Here's the 20%

1. Value is customer perceived
2. Value is an exchange – Supplier & Customer
3. Make clear KPIs to achieve your objectives
4. Take a client centric view of your business
5. Understand your audience
6. Use the right platform with the right message
7. Focus on valuable tactics
8. Implement and work the plan
9. Measure your performance
10. Learn from your experiences