

15 Minute Marketing Strategy

Key Takeaways

- Create actionable goals to clearly articulate what you want to achieve that's measurable
- Challenger products in the market can take up to 16x customer touchpoints, it's not always realistic to expect the sale immediately
- Focus on the things that work well, don't get distracted by new options
- Building customer personas will help you hone your marketing channels and deliver a higher ROI

Action Items

1. What do you want to achieve? Be as specific as possible (numbers + dates work best)
2. Write down any customer personas you may already have. What do they like about and why do they buy from you?
3. Write down what marketing channels have worked best for you to date?
4. How have you tracked results in the past?

Exercise

What is your product?

What are your strengths/ USPs?

Set a SMART goal for your business? (Specific, Measurable, Attainable, Realistic, Timebound)

Who is your customer?

What budget is available?

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Exercise

What marketing channels have worked well in the past, and why?

What metrics do you have to prove this?

Have you noticed revenue/ (your objective) has increased after certain activities?

How long can you run this for, and how often will you review the strategy?

Post- Campaign Exercise

What worked?

What didn't work?

What will you do different next time?
