



MY  
MARKETING  
BUTTON

# HOW TO BUILD AN EFFECTIVE MARKETING

Strategy

(Everything That You Need To Know)



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## one:

## WHY DO YOU NEED A MARKETING STRATEGY?

A marketing strategy is the foundation for your marketing activity; it captures your goals for your business and how you plan on reaching them.

Whilst you are thinking about the steps you will take in order to reach your targets, you also need to look at the wider picture that could affect the outcome of your plan or how you complete each step. For example, market conditions, competitor activity, consumer behaviour, funding and so much more can be key factors in you being able to achieve your goals.

Having a clear understanding not only of your plan but the external factors too will help you to have a successful marketing strategy.

A marketing strategy gives your business a clear

direction, it helps you to set KPIs, and targets that you want to achieve which helps you to understand the route you need to take to achieve your goals.

Without a marketing strategy your business would still work but it makes achieving any goals you have harder, and you become stuck in a rut of doing the same things which means your business stops developing effectively.

“  
**A marketing strategy is about continuously reflecting on your activities and reflecting on your performance which gives you insights about developments you can make for the future.**  
”





# two:

## WHAT IS MARKETING?

Marketing is a very broad subject. Depending on the nature of your business and your experiences, you may classify marketing as different things. As a broad definition,

“**marketing is promoting your business with an understanding of the target customer, the market environment, partners and competitors, to gain sales of a product or service whether for profit or for a charitable endeavour.**”

As a business you might realise that what seems like a regular business activity is actually related to the marketing of your business. Marketing is embedded in almost every business activity that you do. From communicating with your customers, to product research, pricing and so much more.

- Having a defined strategy will help influence different marketing channels and ensure your marketing is streamlined, coordinated and delivering results.
- Having a clear marketing strategy will help you to understand and plan your marketing activities.
- Knowing the direction the business is heading gives everyone within the organisation a clear picture of what is expected of them and motivates and empowers them to perform their role to the best of their ability.
- Clarifying your message and tone of voice means everyone can be consistent when promoting the business.
- A Strategy Enables You To Break Down Your Goals Into Achievable Steps

When producing your marketing strategy, looking ahead at the things you want your business to achieve in the short and long term is very important.



“**To achieve your goals there are small steps that must be completed that give you the stepping-stones that will enable you to reach your targets.**”

These small steps are the activities that you will conduct regularly and planning your activities strategically is essential. Look at what your goals are. What do you need to do to be able to achieve your goals?

Contacting your customers with a regular email update of what is happening within your organisation is a great way to engage with your customers.

Looking back on previous year’s sales and looking at what you can do this year to promote higher sales can help you to understand what works for your consumers and what does not.

Even the simplest thing like publishing a testimonial



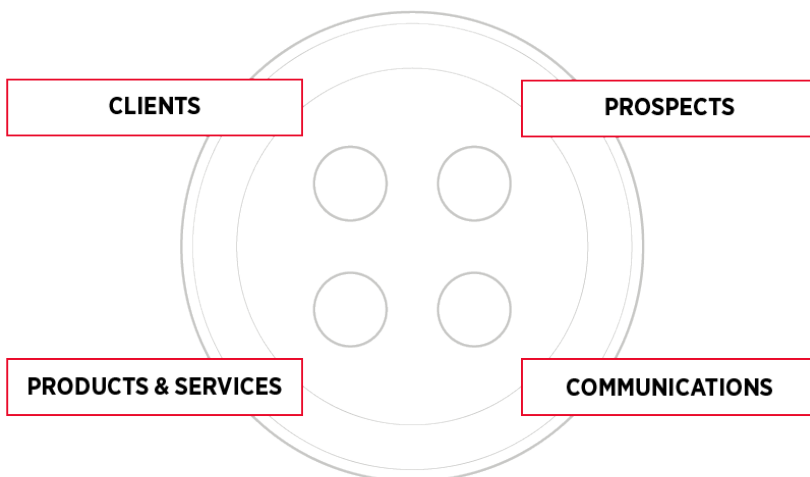
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from a customer on your website and social media will show prospective customers why they should choose your company over another.

Planning activities like these into your schedule, so that you are regularly conducting them will help you to achieve your targets.

Having a clear understanding of the activities that need to be done will also help you to work productively and use your time efficiently.

## three: HOW DO YOU DEFINE A MARKETING STRATEGY?



The My Marketing Button © framework is based on four key business areas, or “button-holes” and twelve interconnecting “threads” which provide context for all marketing activities.

Consider each button-hole separately, before working on the relationships that connect them.

A marketing strategy is a plan linked to your business strategy with a specific purpose, for example to turn prospects into clients, to increase brand awareness, to get a new product to market, or to raise funds for a non-profit venture. There is more on goal setting on page X.

“  
Using a proven methodology to support your strategy will ensure that you cover all the essential elements and give you a good opportunity to achieve your goals and generate great results for your company.  
”



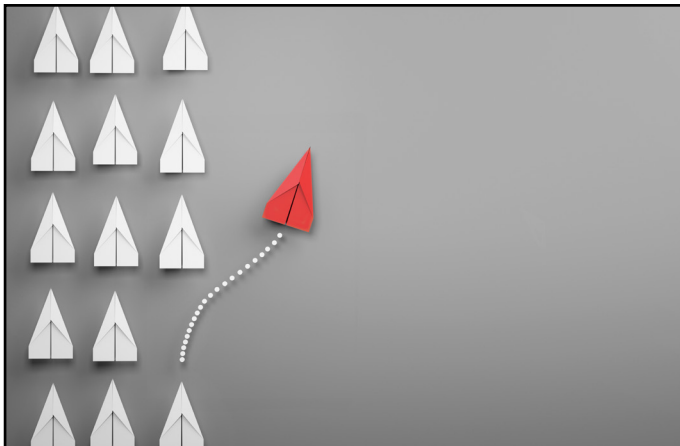
# four:

## CAPITALISE ON WHAT MAKES YOUR COMPANY UNIQUE

Your marketing strategy should be unique and reflect what makes your brand and organisation different from others in the same industry as you.

### WHAT IS YOUR VALUE PROPOSITION?

Take time to define what makes your company unique. Some examples include an innovative product or service, the calibre of your people, your values, where your company is located, or how you go about delivering your product or service.



Making sure your marketing strategy revolves around your company's value proposition will:

- help customers to differentiate your company from others in the marketplace.
- encourage potential customers to overcome their dissonance when deciding which company they will use.

### BE CLEAR ON THE BENEFITS OF YOUR PRODUCT OR SERVICE

Make sure you are clear on the benefits of your product or service and that you include them in your communications to customers and potential customers.

- This will make it clear why your product or service is best for them over another and will reduce any hesitancy to purchase.
- You can take this further, by explaining the benefits that your product or service might have for different types of customer, which will enable you to reach new audiences and increase your sales.

Explaining how your company is unique is a great conversation starter and can help generate referrals.

Personal recommendations from your customers are the best way to get new business as people trust the people they know. Word of mouth is a free way to promote your company, that has real meaning behind each word.



**TIP: Think about how you could encourage your customers to provide testimonials and personal recommendations.**



# five:

## EXTERNAL FACTORS; KNOWING YOUR COMMUNITY



Knowing your community is about understanding the external factors that can influence your business.

“  
**Understanding the effects these external factors could have on your business is essential to aid you with your planning, because this will mean you can be more reactive to changes in your environment.**  
”

If you have a strong plan in place for your marketing strategy you will be able to mould your plan to suit the environment at any time.

### WHO IS IN MY COMMUNITY?

In your business' community there will be a wealth of different people you need to be aware of such as:

- Brand ambassadors
  - Competitors
  - Local community (the area surrounding you)
  - Influencers
  - Environment
  - Fellow business professionals
  - Local and national government
  - Business and Industry groups
  - Suppliers
  - Distributors
  - Brand leaders
  - Clients and prospective clients (can you segment them further?)
  - Colleagues
- ... and many more.

You might look at this and think “how can I keep up-to-date with all of these different people?”

Luckily, we have compiled a checklist on the next page for you to follow!



**BUSINESS COMMUNITY CHECKLIST:**

- Keep an open conversation going with the different people within your business community as they will be able to inform you of things that are impacting them which might be relevant to you. This is a really easy way to determine any trends that might be happening in the market place.
- Be aware of the news, subscribe to industry newsletters, keep up-to-date with changes in local and national politics as these could have a major impact to how your business currently functions.
- Make sure you are attending regular networking events. Do some research and pick the industry events and business clubs most relevant to your business, influencers and/or target market.
- Keep an eye on what your competitors are doing. This will empower you to continue to bring a unique offering to your customers and ensure you stay competitive within your market.
- Be aware of influencers in your industry, these people or businesses will bring new trends to the market that you might want to offer your customers to keep your offering fresh and new.
- Are there any ideas you can bring to your

business based on what you have learnt?

occur.

Taking into consideration all the factors above you will be able to build a plan that is strong, but that can be adapted if necessary, to new situations as they







# **six:** PLANNING FOR SUCCESS

## **DEFINE WHAT SUCCESS MEANS TO YOU**

What does success mean to your company?

Success will mean different things to every business and will be influenced by your brand values. Success to one business could be becoming the market leader in their area for their offering, whilst another might need to move to a bigger premise.

Your core values as a business will play a heavy part in how you define success, and you should think about your vision of success for each goal you set yourself.

Visualisation can be a great tool to help you think about where you see your business. Writing down where you see your company being in the future will help you then to think about the steps you need to take to make your vision a reality.

Mapping out where you want to be will reinforce your ideas and make them seem more real which will aid you defining your strategic plan and achieving your goals.





# seven: SET CLEAR TARGETS TO ENSURE YOU REACH YOUR GOALS

No matter what your goals are, setting clear targets will help you to create a detailed plan which will become your roadmap to business success.



## INTERNAL ACTIVITY AUDIT

Before you get started, look at activities you have carried out in the past.

1. What worked well for you and why?
2. Is there anything you could have done better?
3. Can you utilise some of the activities you performed previously again?
4. What didn't work?
5. What can you learn from this?
6. Does this present any opportunities to try a different approach, or spark any fresh ideas?

Understanding why an activity didn't get the results you expected will help you to improve.

## SMART TARGETS

Using the SMART framework will help you to create small targets that are **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime bound.

If you want to grow your business, an example of a SMART objective would be:

“  
**To achieve a 10% increase in sales of red buttons by the end of Q4 2021**  
 ”

The below table shows how this objective meets the SMART criteria:

Specific	To achieve a 10% increase in sales of red buttons
Measurable	You can track your sales figures relating to red button sales
Achievable	You've checked this is a realistic target for the team
Relevant	Your company's core business is button sales and market research tells you that your closest competitor has just closed their business.
Timebound	You've specified Q4 2021 as the target date for achieving this goal.

Defining an end point for your business goals ensures that you can focus on reaching your targets in a timebound and productive way and is great for motivation!

Things often change in both business and life and unexpected things happen. The great thing about having a marketing plan is that it is easy to adapt and your goals and strategies can be moulded to suit the circumstances at the time.



## SHORT TERM AND LONG-TERM GOAL SETTING

Make sure you consider both the short-term (a few months to a year ahead from now) as well as the long-term when it comes to goal setting.

“Where do you see your business in two, three, five or even ten year’s from now?”

The activities that you conduct now can have a significant impact upon the direction of your business in the future.

So, if you have a dream of where you see your business in the future, why not put the groundwork in now, to set yourself up for your future ambitions?

“Think about the future and plan for it so that you can turn your dreams into a reality.”

“To accomplish great things,  
we must not only act, but also dream,  
not only plan, but also believe”

ANATOLE FRANCE





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# eight:

## IMPLEMENTING THE MAGIC STEPS

Now that you are clear on your vision and goals and have set SMART objectives, the big question is now how do you go about achieving them?

Depending on the size of your business, this might be something you work on yourself, or you could bring your team together to generate ideas and map out a plan.

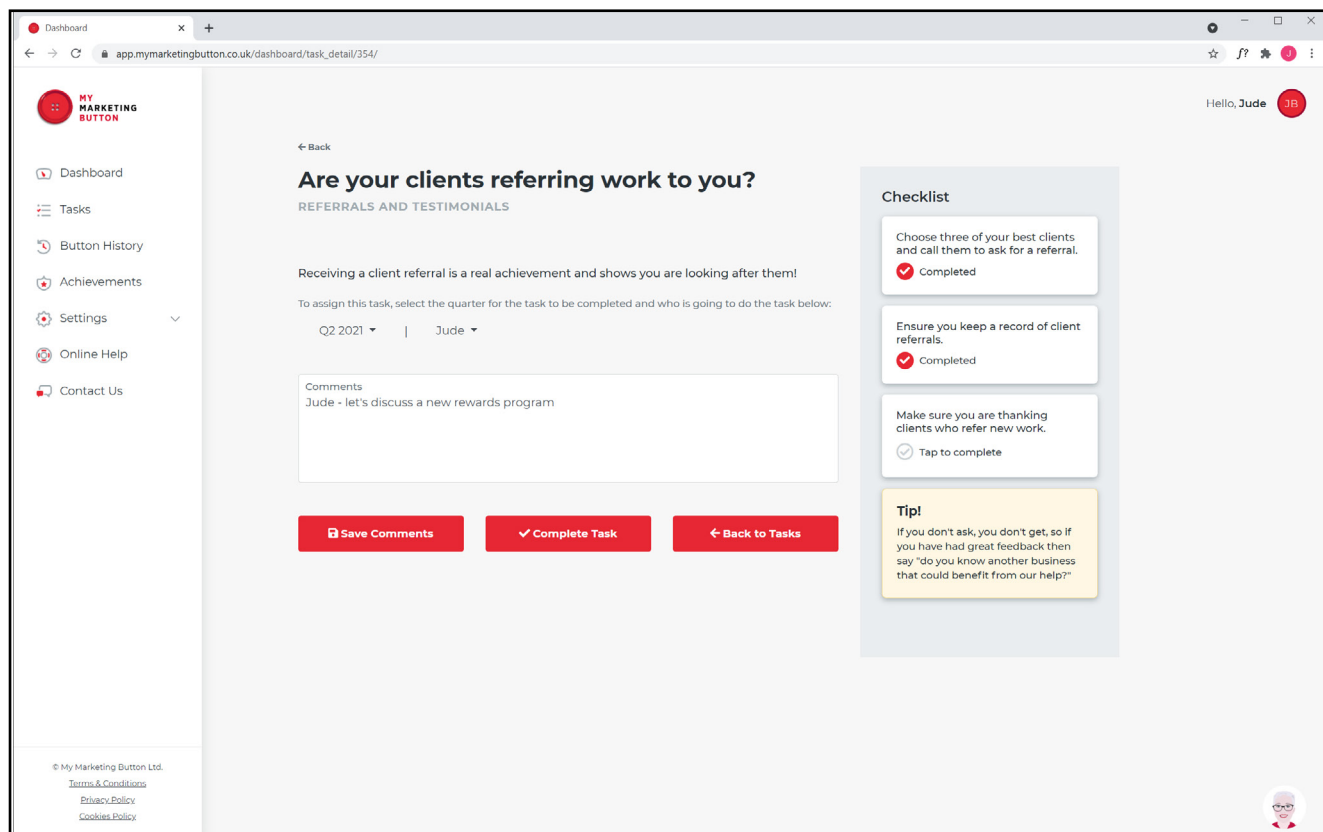
My Marketing Button is a new online platform which provides a proven framework for generating ideas and formulating an effective marketing plan.

The platform includes ideas, task descriptions, hints and tips for carrying out marketing activities over 12 categories.

**“ Bring all the information together that you have gathered so far. The activities that have worked, the ones that didn’t, plus the results of your internal and external audits. ”**

Understanding the tasks you need to carry out to achieve your objectives is very important to be able to continue growing your business.

Marketing activities should be incorporated into your weekly workload so that you don’t fall behind your schedule. Your strategy will only be achieved with planning and completing tasks.





# nine: TEAMWORK MAKES THE DREAM WORK

Teamwork is essential and even if you are a self-employed business owner, you will have a team around you that will be your support. Think about family and friends, business advisors, any agencies you employ, your accountant etc.

Small businesses might have a modest number of staff whose roles are fluid and tasks and activities depend on the needs of the business. Larger companies will likely already have a team in place with defined roles and relationships between their employees and sub-contractors.

“**Whatever the size of your business, you need to decide how you would like your team to support your efforts to make sure your plan is successful.**”

Whether is it delegating tasks or holding you accountable to your plans, your team will enable you to work through your activities to make sure you reach your end goal.

Some of your team members might need to be assigned new responsibilities upon reflection of your marketing activities. Think about if they might need some training to support them with their new responsibilities.

When assigning new responsibilities, think about the skills you already have within your team.

“**Can you utilise the skills your team members already have to support your marketing strategy?**”

Sometimes you might not realise what skills you have in your team until you start a conversation. It might also provide job progression as their roles evolve.

## CLEAR LEADERSHIP

“**Clarity is about defining a clear message and ensuring that everyone is involved in your marketing strategy.**”

Make sure you and all the members in your team have clarity surrounding:

- Your vision for your business
- The goals and targets set
- The key steps involved in your marketing strategy
- The message you are taking to market
- The role each person plays to achieve your goals





## CULTURE OF THE BUSINESS

Look at the culture within your company. Does it support your marketing strategy? Is your company all about innovation and ideas? Or do you have a detail orientated business?

“  
**Your business culture is defined by how management leads and how the team responds to that leadership.**  
”

Larger businesses can have sub-cultures within different departments, being aware of culture within your company is very important. Understanding your company's culture will enable you to overcome problems and effectively plan to get the best from your team.

Your company values will determine how you approach different situations. Having your brand values written down for everyone within your company to see will help you to integrate them into your everyday activities and create clarity for everyone when working towards your goals.

Think about your current business culture. Does this feed well into your strategy? If not, think how you can change the culture of your business and what you need to do for this to happen.

It might be as simple as changing little things like how your day runs, to include a brain storming session, or how tasks are assigned to members of your team.

Understanding the culture within your company will aid you in your planning and how best to deal with different situations as you work towards achieving your marketing strategy.





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# eleven: TRACKING PROGRESS

Tracking your progress is key to the success of your marketing strategy. Without tracking what you have done, what you have achieved and what's still left to do, you cannot be productive in working towards your targets.

“**Keeping track of progress will help you and your team to support each other and work through your tasks to achieve your goals.**”

By tracking your progress, you can manage your workload especially around busy periods and people within your team can also provide support to members that might be struggling to complete their tasks.

By working together with the knowledge of work that

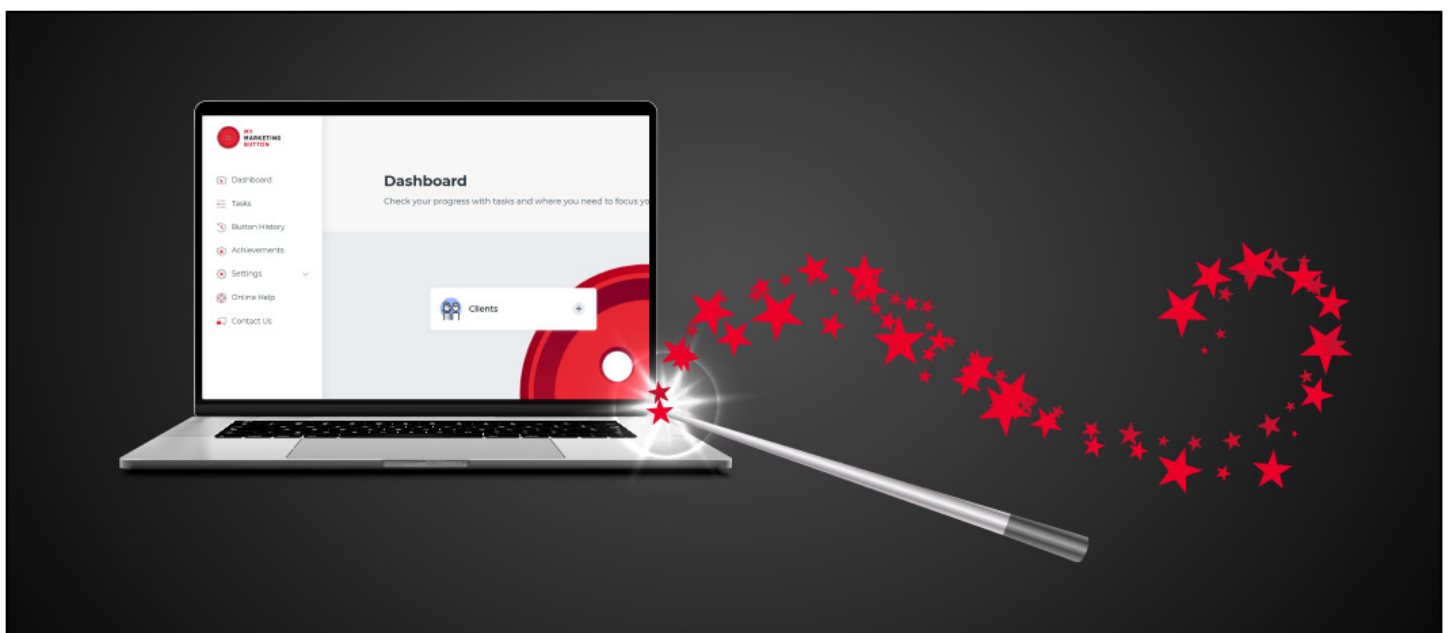
has been completed and that is still outstanding, your team will become stronger and will be able to cope with any situations that occur.

You can also adjust your marketing plan where necessary.

Planning activities that have clear deadlines will help you to plan better and make sure work is completed on time.

Why not have a wall calendar with important deadlines as a visual guide or even have an online diary that you can share with your team? You can then tick off activities you have completed, and it will help to keep everyone in the know.

Then you can celebrate when you have achieved your tasks as you work through them, because your hard work deserves it!



*My Marketing Button enables you to track progress of all your marketing activities and see at a glance what you need to focus on next. You can even celebrate your achievements with your team!*



# twelve: SKILLS FOR GROWTH

## WHAT SKILLS DO YOU NEED TO ACHIEVE YOUR TARGETS?

Look at your marketing strategy and the activities within your marketing strategy, do you need skills that you don't already have within your team to complete certain tasks?

“  
**Developing your team's skillset can be great for the future of your company and will expand your capabilities.**  
”

Consider looking for formal training or online tutorials that can help you and your team to learn the new skills you need. As part of this exercise, consider your workload and make sure you have the time to learn the new skills that you need.

Outsourcing to an expert could save you time and complete the task to a high standard which would ease the pressure on your business.

Consider all your options, think about your budget, the most efficient use of time and what is best for your team and your business.

## DO YOU NEED TO CREATE NEW RESPONSIBILITIES?

Some people are highly adaptable and will thrive on new challenges or see this an opportunity to progress in their role.

Job progression and expanding your teams' skills will also help motivate them and encourage their passion for your company to grow.



“  
**Empowering your team with the right tools, skills and level of responsibility is one of the best things that you can do.**  
”





# SUMMARY:

Looking at what we have discussed, here are your key points to take away:

- A marketing strategy is essential for the focus and growth of your company
- Look to the future of your business and visualise where you see yourself, this will help you to create plans to achieve your dreams.
- If things happen that mean you must change your plan, be confident that your marketing strategy is flexible and can be adapted to new situations.
- Define your support team, these are the people that will help you to achieve your goals.

- Understand the different factors that can affect your plans so that you can react to new situations.
- Empower your team with knowledge and great communication.
- Track your progress and implement your magic steps.

“  
Every marketing strategy is unique and yours is there to make your business dreams a reality.  
”





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# Thank you for reading our whitepaper!

My Marketing Button is an innovative marketing strategy framework which helps businesses make their dreams a reality through effective marketing planning.

Our sister company, Red Button Marketing & Training teaches businesses how to get real results as part of our Business School, via our CPD and Institute of Leadership and Management approved workshop “Marketing Strategy: A Framework for Success”.

We are determined to help even more businesses and our new online platform brings the same methodology to your business as a straightforward online service. We believe that every business should have a great marketing strategy no matter what your level of expertise!

To find out more, or to arrange a free demo, email us, or follow the links below:

[hello@mymarketingbutton.co.uk](mailto:hello@mymarketingbutton.co.uk)

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