

Point of Difference.

Many businesses say customer service or the best price. We would encourage you to tell us 'the how' you are different in customer service. What is your 'Insert Your Company Name' difference? Differentiation strategy allows a company to compete in the market with something other than lower prices. For example, a confectionary company may differentiate their candy by improving their taste or having healthier ingredients. Although there are cheaper competitors, they can't provide the great taste consumers may want.

Avatar / Target Market.

Tell us the story of your favourite client. How did they find you? What makes them your favourite? What qualities about them make them a great business?

Brand Loyalty.

You've won your clients, but what will keep them loyal. How can you surprise and delight them to keep them coming back. What platforms do you want to stay top of their mind on? (This doesn't always have to be a discount on services, this can also be a loyalty bonus or a value add)



External Influencers.

Competition, economic trends, social trends (threats/opportunities).

Time / Money

How much time per week and/or money per week can you dedicate to marketing? One question we like to remind people is that if you only have an hour a week to spend on marketing, make it something that is the high impact activity (like video/audio) and creates many pieces of content for you to schedule forward in the week. It doesn't have to cost you the earth, align it with your business financial goals.

Seasons.

Every business has marketing seasons, like autumn, winter, summer, spring, some times depending on external factors (thanks COVID) some businesses might find themselves in a marketing boom (summer) like the building industry, or digital marketers, where others might be in wintertimes such as retail and events, if you're in wintertime it's all about awareness and preparation for the inevitable defrost and spring. Have a think about when your seasons are (when we started we were in a 5-year winter because social media and digital marketing was so new).