

APPROACHING MARKETING STRATEGICALLY

We encourage you to contact us at Shape Your Business on 1300 791 600 for further ideas and support in this area.

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of next SYB webinar, if possible)</i>
Briefly write down a list of the characteristics of the sort of person/business most likely to buy your product/service	You have started to create the basis for a marketing campaign aimed at your most likely customers – your target market	You and your team	
Consider if your marketing messages are concentrating on the features or the benefits of using your product/service or company	You'll know if you are concentrating on selling the right things about your product/service/company	You and your team	
Write down all the things you're doing, both offline and online, to support your marketing (e.g. newsletters, brochures, flyers, greeting cards, email notices, Google Adwords, online marketing, social media, etc.) For each activity, include the target audience. Are they the most likely to reach your target market? Could your strategy be refined to make it better?	You'll know if you are advertising in the places/at the times most likely to get your message in front of the most likely buying audience	You and your team	
Talk to us on 1300 791 600 for any assistance in this area.	Significant increase in profit and cashflow		