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Marketing Strategy Starter

Marketing Strategy Matrix

	Haven't started	Dabbling	Doing	Strategic Doing
Strategy	What's a strategy?	We've talked big picture	We've written it down	We review it regularly and make changes
Measurements	No	Ad Hoc report requests	A set of reports we create regularly	Review the results and they guide us
Organization Adoption	I'm afraid to talk about it	It's come up in meetings	Most of the team is on board now	We do it because it works not for the boss
Budget & Tech	If it's free, yes	Have been given a little money	Have a budget for tech and a little for ads	Have a budget that includes ROI threshold
Sales & Mktg Integration	No idea what "they" are doing	Had a couple of conversations	Singing from the same sheet of music	We are 1 big happy revenue generating family!

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Assess Your Current State

- Assess where you are at on the spectrum. **Honesty is always the best policy.**
- Circulate this to the rest of your team and other members of your organization.
- Tally up the results.

Action Steps

Based on your agreed upon current level for each pillar identify the following:

- The next step to needed to get to the next level.
- Who is responsible for getting the team there.
- What are measurable results that show you have achieved that level.

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Strategy

For the other four pillars I recommend the crawl – walk – run approach. But for this pillar only I recommend getting to “Doing” right away. The reality is you must have a defined and documented strategy before you can envision what crawl-walk-run looks like for the other four.



Measurements

No organization without current reporting knows what the “Strategic Doing” stage should look like. It is different for every organization. I recommend starting with the first easy win. For example; if there are no social media ad statistics start with number of ad impressions and clicks.

Yes there is a lot more to track, but start here, learn to analyze and present this and wait for the questions, “What does this mean? Where did they go when they clicked? Did they buy?” These questions will lead you to your next step in reporting and dashboarding.



Adoption

Be proactive. As a marketing leader if you are being asked to get the organization up to speed on your digital marketing strategy then you are behind the curve. Plan each of the next steps and be prepared to show why they matter.



Technology

Don't ask for money! Show your plan for how a digital ad spend will increase brand awareness, lead generation and revenue. Then show the results. The same deal with technology. You don't need the most complex solution if you haven't ever sent a marketing email. Send the emails, track the emails, show the results. When you hit the limits of the solution ask for more.



Integration

Personally, I believe Sales and Marketing shouldn't just be "in tune" with each other, they should be one group. Why not just have a "Revenue" department. When everyone has one set of goals and measurements they will work towards the same end. Prior to that reality occurring, ASK! Just ask lots of questions of your sales team. What do they need? What does a "good" prospect look like? Why do they think people don't buy from us? These questions will get you insight but more importantly will show you have an interest in what they are doing.

