

Your Synkd Marketing Strategy Checklist

THE VITAL INGREDIENT FOR YOUR BUSINESS SUCCESS!

A strategy to get your marketing and business objectives 'in sync' with your vision, your goals and delivering you real results!

1. Answer your big 'Why?'

- Ask why are you in business and what do you aim to achieve?

2. Identify your target market - Customer Analysis

- Create a profile or Avatar of your ideal customer

TASK: Find out as much as you can about what makes your customer 'tick'

3. Solve a compelling business problem - Market Analysis & Trends

- Add value to your offering so you can charge a premium price

TASK: Conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

4. Determine how your business is different - Competitor Analysis

- Once you know your target customer, you can then determine how your product or service is better/worse than your competitors

5. Develop your Marketing Mix

- Define your 7P's of marketing: Price, Product, Place, Promotion, Physical, People & Process

6. Develop your Implementation Plan

- Outline the steps that you're going to take to achieve your marketing goals

TASK: Develop a timeline highlighting the tactics that you'll use and when

TASK: Use SMART goals. They work.

7. Test & Measure

- Develop your marketing collateral (engage with professional graphic designers and copywriters - you get what you pay for!) and track and test your tactics

TASK: Review how they're performing

TASK: Improve or discontinue based on performance

TASK: Rinse and Repeat until results are achieved

Review your Marketing Strategy, Avatar and SWOT Analysis every 6 months.

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