



FREE MARKETING STRATEGY TOOLKIT

Building a marketing strategy
from scratch?

Maybe you're starting a business,
or trying to figure out how your
marketing could be working that
little bit better?

Whatever situation you're in,
don't do a thing before reading
these 7 lessons and examples of
crafting unique, successful
marketing strategy

1

DON'T GUESS WHAT YOUR PROBLEMS ARE

ASK YOUR CLIENTS

In our experience, successful marketing strategy always starts with research and before you spend time and money on crafting your own unique strategy, we have found that businesses learn a lot from asking their clients how they can improve, before doing so. So, what does that mean?

Send them a survey; OR, go more personal and ask 5-10 loyal customers what could be done better and what would see them stay loyal to you. In marketing, knowledge is power and finishing on top may just come back to doing this first.

EXAMPLE: NOEL ROBINSON ARCHITECTS

Before putting our heads together on a marketing strategy for leading Australian architect Noel Robinson, we conducted a client audit of 20 of his firm's clients. Helping identify what their clients wanted improvements on, enabled us in working with NRA to meet these needs with dedicated strategies in the next year's marketing plan.

2

UNDERSTAND WHAT MAKE YOU UNIQUE

CRAFT YOUR UNIQUE SELLING POINT

Competition has never been fiercer within the business world, and that has only strengthened the need for your marketing strategy to nail down what makes you unique. Is it your price? Performance guarantee? Or maybe you just do the job that much better, and have done longer than anyone else. There's a hundred more businesses like your own marketing to your ideal customers - so you must differentiate yourself, loudly and clearly.

EXAMPLE: CLANWILLIAM AGED CARE

We most recently handed out this lesson to a client within the aged care industry, Clanwilliam Aged Care. In a market now flooded with bigger corporate players, with multi-million dollar marketing budgets, Clanwilliam were struggling to compete.

But in rolling out a marketing strategy focused on their 'family owned and operated' nature, they carved out a unique position that others couldn't compete on. Having owned and operated the business since the 1970s, they successfully differentiated themselves from the faceless corporate players, incidentally making headlines for treating residents like a number.



3

KNOW YOUR TARGET MARKET, WELL.

DETAIL YOUR TYPICAL CUSTOMER JOURNEY

Walk a mile in my shoes is a cliche, but when it comes to crafting your marketing strategy, do your best to step inside the world of your customer. What motivates them to buy your product or use your service? Think bigger than the fact that they're between 35-44 years old, understand their customer journey and plan marketing activities and tactics to meet them at every turn.

EXAMPLE: NOOSA NORTHRISE ESTATE

This lesson was in full force during our campaign with Seymour Property's Noose Northrise estate, where after initially struggling with sales, we were brought into help the project achieve its goals.

Located on the north side of the Noosa river, on pristine beachfront property, the estate shouldn't have struggled; but its accessibility was an issue to buyers. Owning a 4WD is a big factor for people exploring that part of Queensland, and we recognised this, tailoring ads to reach users who followed 4WD pages online, or had bought a 4WD service at nearby mechanics in the last 6 months. Following this targeted campaign, the last 40 lots sold in 3 months.

4

TAKE STOCK OF YOUR MARKETING ASSETS

REVIEW YOUR MARKETING COLLATERAL

Crafting a strategy with say a goal of getting 100 sales a month, without the right marketing assets in place is like trying to bake a cake with only half the ingredients - it just won't work. So, this must be the time where you review what you have on your side already, and what you need to compete and win.

EXAMPLE: SUNDALE RETIREMENT

This was a lesson learned by our client Sundale Retirement in launching an expansive marketing campaign to attract new owners. They had the necessary relationships to get referral business, but not the marketing collateral (website, Google AdWords campaign) to fill their sales pipeline.

We understood advertising in the local seniors newspaper on its own wouldn't be enough to attract buyers, and set about producing low cost marketing assets online, to reach the sons and daughters of seniors in their market, who we knew would ultimately help their parents make a decision.



TARGET AUDIENCE



5

DON'T BE CONSERVATIVE, MAKE A SPLASH

MAKE CAMPAIGNS THAT STAND OUT

At this point, your strategy should be addressing how you want to market yourself. You've done the research, you've nailed your target market and taken stock of your marketing assets - now it's time to make memorable marketing. We see hundreds of ads in a day, so get creative, and whatever you do, don't be conservative.



EXAMPLE: OXMAR PROPERTIES

In selling a recent house and land development, our client Oxmar Properties enlisted our help to make the project stand out, and avoid blending in with the rest of the competition. They felt they had a knockout product, at better prices than the rest so we got creative, and came up with a solution to make a splash. Fresh off claiming the World Welterweight Boxing title, we approached Jeff Horn to be the face of the campaign. At the cost of a small fee, the project saw a 600% rise in website visits and was a big part of the reason why the project sold quicker than any of their other estates in recent years.

6

MASTER YOUR MARKETING BUDGET

DON'T SPEND IT 7 WAYS IF ONLY 2 WAYS WORK

In this lesson we're looking at how to streamline your marketing budget to only spend on marketing activities that bring business back in. Digital marketing for instance can mean spending time and money on Google, Facebook, Instagram and Yellow Pages all at once - but if only one is a sales funnel for your business then ensure your strategy places budgetary emphasis on this area.



EXAMPLE: ACE BODY CORPORATE MANAGEMENT

In a recent Facebook advertising campaign, one of our clients Ace Body Corporate Management found that their digital marketing strategy was over extended, by advertising on multiple platforms, when only Google resulted in new quote requests coming their way. By analysing where their leads over the last 12 months were coming from and switching the campaign back to Google, the number of sales leads increased by 400%. Identifying where your wastage occurs will make your strategy that much better.



Return on investment

7

TEST IT, DON'T GO IN COLD

RUN A PHASE 1 STRATEGY

In marketing, more so than any other industry - you learn something new every day. So it makes sense that before launching your strategy, you should test it. Backed by analytics and data, we always recommend our clients undertake a period of testing to qualify the strategy agreed to. It could be as small as a week, or as long as a month, but testing your strategy before committing your full budget to it can provide immense value to your business.



LESSON: BRISBANE UROLOGY

Before launching a comprehensive digital advertising campaign, we advised leading specialist clinic, Brisbane Urology to undertake some testing to better refine the overall campaign strategy. They offered several different services and treatments to the market and we wanted to get an eleventh hour understanding of which service would get the biggest interest. After month long testing, we were able to determine which services didn't need to be advertised due to low interest, and which deserved healthier budget portions.



NEED HELP STARTING?

The examples above are real clients we have helped over our 30 years of business - and there's no reason we can't achieve the same success with you.

Get in touch today for a no obligation marketing strategy workshop, where we'll review your marketing in depth and determine where the opportunities lie to improve.

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