



# FREELANCING & DIGITAL MARKETING COURSE

## Class # 4

## Marketing Framework



*Do it because they said you couldn't.*





# Marketing Framework

## Measure/Optimize

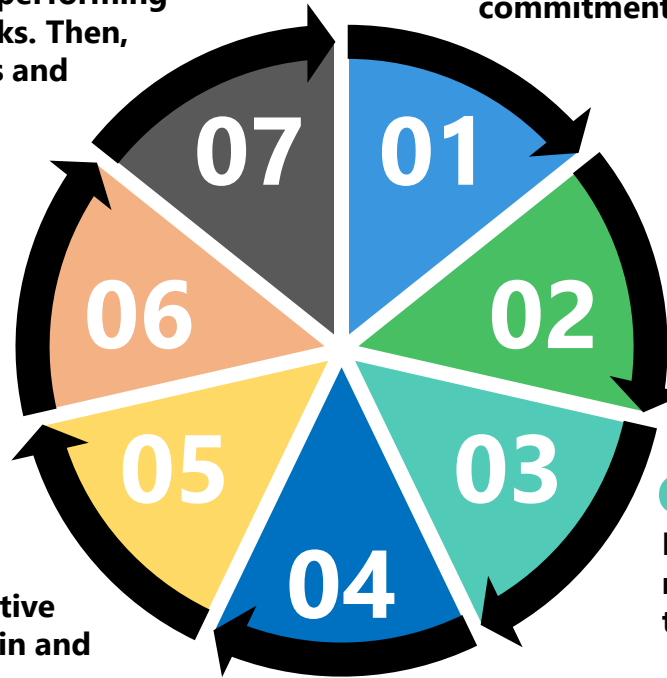
Measure how marketing is performing against KPIs and benchmarks. Then, optimize to improve results and performance.

## Tactical Plan

Develop a tactical implementation plan to guide who does what, when and how, as well as tools, processes & best practices.

## Channels

Discover and focus on the most effective channels to engage, educate, entertain and nurture customers.



## Goals

Articulate what you want to how and when, How much of a commitment will it take – time, money, people?

## Target Audiences

Focus on who matters. Create buyer personas to get knowledge of customers: their needs, problems and buying behaviour.

## Competitive Landscape

Do a situational analysis to assess how your marketing is performing. Do a competitive audit to assess rivals' strengths and weaknesses.

## Your Story

Create Value propositions, boilerplates, elevator pitches, vision and missions statements to tell and share your story.





# Marketing Framework

## Framework for Digital Marketing Success

