

Your New Story Media Marketing Strategy Checklist

THE VITAL INGREDIENT FOR YOUR BUSINESS SUCCESS

Great ideas start with great strategy. This tool will help you clarify your message, create powerful marketing material, engage your customers and grow your business.

ANSWER YOUR WHY

Why are you in business? What is your business and what do you hope to achieve?

IDENTIFY YOUR TARGET MARKET - CUSTOMER ANALYSIS

Create a profile or Avatar of your ideal customer.

Task: find out what villain your customer is facing. What is the problem they are trying to solve?

DETERMINE WHAT KIND OF MARKETING YOU NEED

Do you need in-bound, content, direct response, traditional, social media, Influencer, SEO, SEM?

IDENTIFY YOUR COMPETITORS - COMPETITOR ANALYSIS

Use tools like Ubersuggest, SpyFu, QuickSprout or SEMrush to see who you're up against. What keywords are they bidding on? How is their SEO compared to yours? What is their average Google Ad spend per month? This is a great way to find the keywords you should use in your messaging.

DETERMINE YOUR VALUE PROPOSITION

What makes your business different from others in your market? What do you do well that your competitors don't?

DEVELOP YOUR MARKETING ROADMAP

Define your 7 P's of Marketing: Product, Price, Promotion, Place, Packaging, Positioning and People.

DEVELOP YOUR IMPLEMENTATION PLAN

Outline the steps you're going to take to achieve your goals and objectives. Develop a timeline highlighting which tactics you'll use and when.

TEST AND MEASURE

Develop your marketing collateral (engage with a full funnel marketing agency that can provide design, video production, copywriting, CRM, web design, social ad management, etc. Review how they are performing, optimize based on performance, rinse and repeat until success.

*Review your Marketing Strategy every 6 months

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