

The Marketing PDF

This one page PDF is the fastest way to a better marketing strategy. In less than ten minutes, and in only 3 steps, you will zero in on YOUR greatest marketing proposition, drop many bad marketing habits and immediately create a high level actionable marketing strategy that will propel you or your business forward for years to come.

Step 1. Too many companies and individuals have never taken the time to define their marketing strategy or 'essence of offer' in to one simple sentence. Take the time to really internalize the example below, then pull out a PENCIL and create your one amazing sentence that will guide the direction of your overall marketing strategy.

E.g. Wal-Mart "Offer everyday customers the products they want at the GUARANTEED lowest possible prices." When you are creating your sentence keep in mind your target market, your positioning, your offer, pricing, and ultimately how you are different from the competition.

Your One Sentence...

Step 2. Check to see if you are making any of the mistakes below, create deadlines and correct them by a specified date you feel is realistic for you or your organization.

Not Marketing to a Targeted Group: Find your target audience and build your marketing plan to that audience. Trying to appeal to everyone typically does not work; except for Wal-Mart!

Lack of Consistency in Your Marketing Messages: You need to have the same look and feel across all of your advertising mediums, promotions, and overall marketing plan.

Lack of Diversification: Too few marketing mediums. Marketing on TV, in print or on the web alone will reach only a portion of your potential customers. Plan to market creatively through many different types of media, so that customers become familiar with your brand and your products at different times and in different places.

Not Focusing on Past the First Sale: It's often easier to keep a customer than find a new one! Too often, marketing campaigns are focused on bringing in only new customers and not building relationships with existing ones.

Not Having a Clear Message: Marketing messages that are confusing, too subtle or too long can easily miss the target market entirely. The absolute best marketing plan is wasted if it flies over everyone's head!

Too Much Hype: If it sounds too good to be true _____. Too much hype will turn people away.

Not Getting Constructive Feedback: Test, test, test your marketing ideas and do focus groups if you can. Don't launch anything without getting some feedback first...you'll be glad you did!

Making a Change Out of Boredom: Getting tired of a marketing strategy too soon can be a big mistake. Too many marketers make changes because they think they have too. Often a good formula will keep working. If something truly isn't working and you have given it plenty of time...dump it!

Step 3. Three actionable items to propel your new marketing strategy forward!

1. Share your one sentence marketing strategy and get constructive feedback.
2. Print your one sentence marketing strategy and place it where you can see it daily! If you're an organization or team ensure everyone does this!
3. Now go and make sure your website, print advertising, TV & Radio, etc. all are aligned!



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