

Marketing Strategies and Tactics

You've already defined your vision and identified your marketing goals, now you need to put a marketing plan in place.

Your plan should define the path to your goals and guide your decisions throughout the year.

A successful marketing plan should be:

Simple.

It should clearly identify the activities needed to achieve your goals.

Achievable.

It uses only the resources you have to work with.

Relevant.

It stays focused on what's important to the success of your business.

What Are Your Goals?

Goals are the measurable results you want to achieve within a specific timeframe. Your goals should be outlined in a way that lets you easily determine if you've met them or not:



What's Your Strategy?

Your strategies are going to help you reach your goals. For example, if your goal is to secure \$50,000 annually through online sales, you could use the following strategy and tactics:



Your strategy, in this example, is to elevate your online presence.

What Are Your Tactics?

Tactics are subcategories that will help you execute your strategies. In the previous example, it would be *content*, *seo*, and *integration*.

What Are Your Tools?

The last step of the process is to identify the tools you'll use to accomplish each of your tactics. You'll need time to identify the best tools available to execute each of your tactics.

For the example provided, a content calendar would be an example of a tool to meet the integration tactic, which is under the strategy to elevate online presence.

What Are Your High-Level Strategies?

Some examples of high-level strategies include:

- Increase awareness (develop your brand)
- Build community (engage prospects)
- Generate publicity (free ink)

What Are Your Mid-Level Strategies?

As you consider these high level strategies you'll find a number of mid-level strategies come to mind. Explore each strategy and consider the return-on-investment. Consider time, costs and expenses to develop and execute each strategy, and then prioritize your list. Then, choose one or two strategies to begin with.

The Five "W's"

For each strategy you should be able to confirm the five w's.

- WHAT strategy are you deploying?
- WHY are you doing this?
- WHO are you trying to reach?
- WHERE are you trying to reach them?
- WHEN is the best time to deploy this strategy?

Stay Focused

Use your strategies, tactics and tools to stay focused. Select one to three of your most important goals and work toward achieving those. Figure out what's important to you to accomplish this year and split it into intervals. This way, you'll avoid constant distractions. Implementing any successful strategy might increase your awareness, build your brand, engage your community, and drive traffic, but every successful strategy should ultimately increase your revenues!