

# 7 MARKETING FUNDAMENTALS

to focus on when you don't have the time.



**MARKETING**  
KINGS



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# INTRODUCTION



Every new product, service and business needs to be supported by a marketing plan that returns on your investment, in both terms - time and money. Everyone know this yet

**91% of businesses fail in their first year**

*and*

**60% within five years**

*often due to poor marketing and sales.*

Solopreneurs are stretched so thin that they cannot afford to focus on every aspect of their business at the same time.

Even SME's turning over millions of pounds of revenue are not safe. Some marketing teams are too small to deal with every aspect of marketing.

This guide was designed to give the key areas to focus your marketing planning so that you effectively market your products and services without having to be as thorough in your marketing plans.



# Market Segmentation

## Market Segmentation

The division of the market place into distinct subgroups or segments, each characterised by particular tastes and requiring a specific marketing mix.



When asked "Who are you trying to sell to?", and you can't answer or worse, say "Everyone."

Trying to sell to everyone may feel like the best approach for your business it probably isn't. If you take a look at the people already buying from you're likely to notice familiar patterns. Perhaps their age or income, perhaps the perceived value they receive from buying your product/service or perhaps they have similar values or beliefs. In reality it's probably a blend of reasons.

You can segment your market by using the following types of segmentation:

- **Demographic**  
Audience identification based on data points like age, gender, marital status, family size, income, education, race, occupation, nationality, and/or religion.
- **Psychographic**  
Identifying buyers based on their interests, activities and lifestyle choices.
- **Geographic**  
Segmenting your audience based on the region they live or work in.
- **Behavioural**  
Dividing people into groups depending on their behavioural patterns when interacting with a particular business such as habits, needs, and wants.



# Understand Target Customers

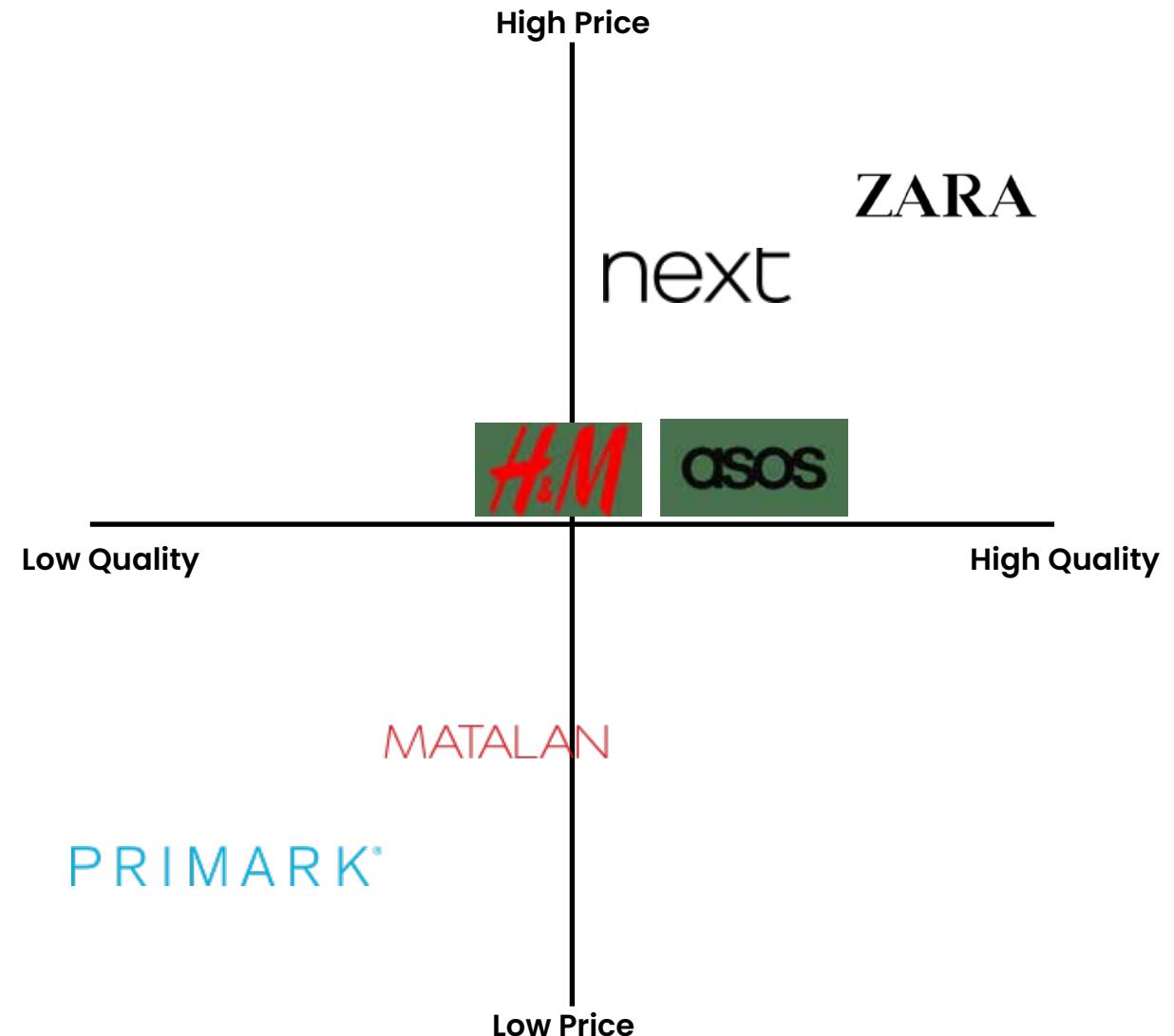
Now that you understand your segments and you have evaluated each segment based on potential (market size, anticipated profits, segment accessibility etc). You chose which segment or segments you are going to target- to do this effectively you need to understand your target customer.

This is so you can position yourself as the number choice in your customers mind. You'll need to do this by deciding how you're going to communicate your product to chosen audience segments. What messages are going to resonate attracts them, pique their interest, develop a desire for your product/service and ultimately get them to take action.

*Tip*

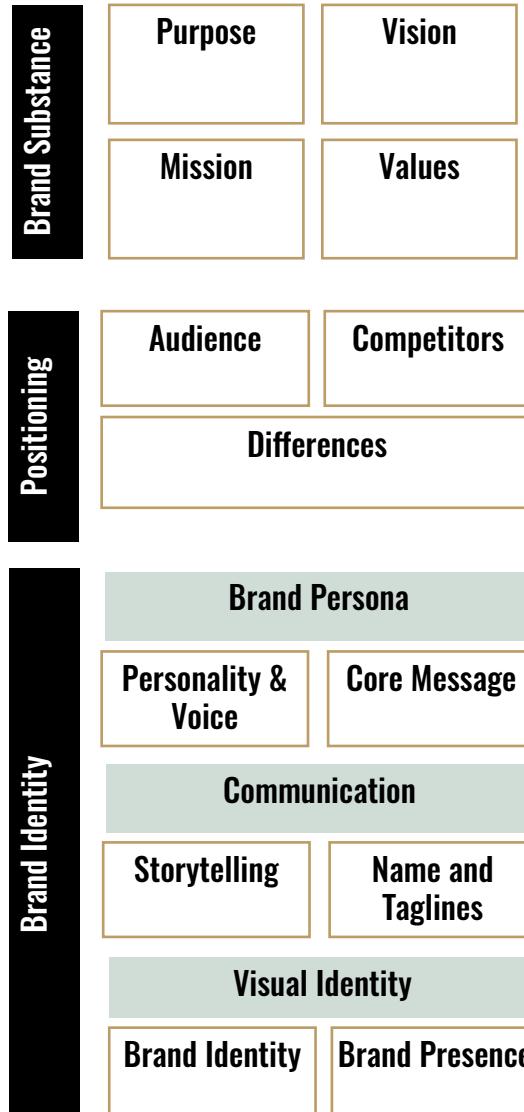
## Positioning Map

Product Positioning Map that has two key market attributes as its axes and plotting your competitors and you in it. This will give you a clear picture of how you stack up against your competition and where you should place your product to maximise profits.





# Brand Building



Your brand is not your logo, or your colours or your fonts!

Use this template to help develop your brand.

## **Brand Substance- Where you're going and how you get there**

This is the purpose of an organisation – 'why' it exists, the future vision, the everyday missions and what values it upholds.

## **Positioning-Reason people choose you**

This takes into account what we have mentioned previously and expands on it. Not only looking at your audience and your competitors but also looking at the differences between you for a competitive advantage.

Brand Identity includes brand persona, communication and visual identity.

### **Brand Persona**

Try thinking of your brand as a person. What is its personality like? How do they speak? What tone of voice do they use? Is the message you want to spread?

### **Communication**

What is the story you want to tell? Use a narrative to communicate your message about your brand. Does your name or tagline perfectly reflect your story?

### **Visual Identity**

This is the look and feel of your brand. Does it accurately translate all of the above?



# Communication Channels

TV, Radio, PPC, SEO, Influencer Marketing there are so many communication channels. Choosing the right vehicles to bring your message to the customer, is an important factor in achieving good marketing ROI.

The work you've done on segmenting, targeting and position is a critical component to increase the effectiveness and decrease the costs of marketing.

Think about and research which media your chosen target audience is going to consume? This will help highlight the most effective channels.

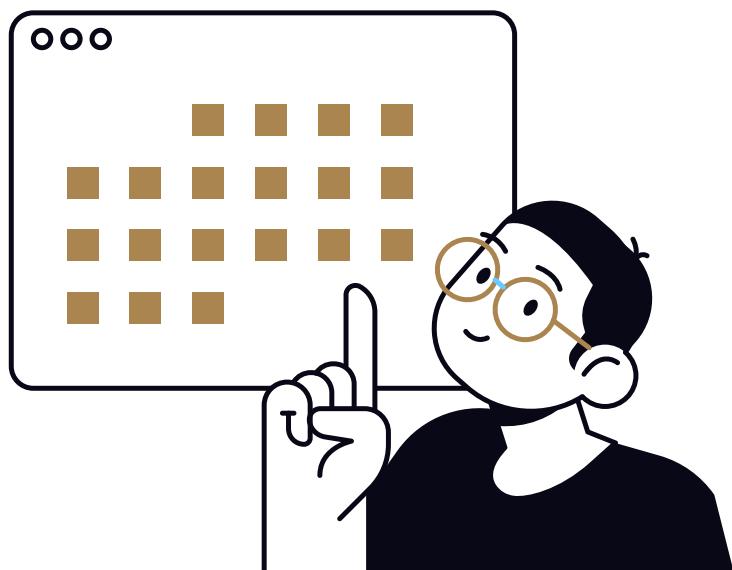
With each channel you use, it is important to monitor customer acquisition cost and lifetime value, this will help in managing resources effectively and adapt as required.

It is important to realize that your own website, blog, and mailing lists, could be your most significant marketing assets.





# Marketing Plan



Effective marketing requires a well-thought-out strategy and a clear plan of action to reach and engage with potential customers, increase brand awareness, and drive sales and growth.

You will need develop a clear, actionable marketing strategy that includes specific tactics and a timeline for implementation. This is why a marketing plan is vital tool you need to develop, it is the blueprint of how your marketing strategy is going to be implemented.

Your marketing plan will help you focus your marketing efforts, enable you to plan and manage your resources effectively and helps you keep on track with your marketing activity.

Marketing plans can be detailed documents or a single page. It's main objective to be a guide for all your marketing efforts. It must be something that you will use not simply carry our the exercise and file away.

You can read a summary of [The 1-page Marketing Plan book by Allan Dib](#) and you'll also find a marketing template.

If you want to develop a more [detailed marketing plan](#) here is a Forbes article which can help you create that.

Here is a great template from Mayple to plan your [marketing activity calendar](#).



# Marketing Automation

Marketing automation can make your life easier and improve your marketing. Marketing automation is software that handles routine marketing tasks without the need for human action. It give you the ability to:

- Capture and collect leads (from landing pages, web forms, social media, and website).
- Integrate with your other marketing tools (website, QuickBooks, etc.).
- Organise contacts in one centralised place.
- Segment your contacts based on interest.
- Communicate through multiple channels (email, texting, etc.).
- Track where your prospects are in your sales process so no opportunities fall through the cracks.
- Collect money easily.
- Schedule appointments with prospects and customers easily.
- Keep you organized and focused on the most important tasks in your business.
- Pull reporting to provide you data you need to make important decisions in your business confidently.





# Analytics



Once you've begun to implement your marketing plan and your marketing campaigns are launched it is important to analyse the success or failure of those campaigns.

Marketing analytics is simply using data to evaluate the effectiveness and success of your marketing activities.

- What messaging / creative resonates with them?
- Which products are they buying and which have they researched in the past?
- Which ads are leading to conversions and which are ignored?
- Insight into the types of product features consumers want.
- Analytics also helps uncover areas of the buyer's journey that could be simplified or improved.

Below are resources to help you with your analytics

[How to measure marketing effectiveness](#)

[Get the most out of your Google Analytics](#)

[How to use Google Search Console](#)

[Analyse your Facebook Ads](#)

[Analyse your LinkedIn Ads](#)

[Analyse your YouTube Ads](#)

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