



Is Your Marketing Strategy Good, or Just Good Enough?

Hello.

If your boss were to ask you “How well is your team performing?” would “Good enough.” be the right answer? If you asked an employee how successful they were in their role, would you be happy with the answer “Just ok.”?

We didn’t think so.

The same holds true for your marketing strategy. “Good enough” isn’t good enough. You and your brand deserve better, especially from your online marketing initiatives. As consumers evolve, your marketing has to as well. Digital marketing has never been more important, or harder to master. If you’ve been settling for good enough, it’s time to reassess. It can be hard to know that you’re missing out though. You don’t know what you don’t know, right? So even if you like your marketing team, or are getting pretty good results, it never hurts to check in to see where improvements can be made!

So how do you get started? How do you know if your current online marketing strategy is good, or just good enough?

So happy you asked! Let’s get started...



First things first...

At the core of any marketing strategy needs to be your goals. Obviously increasing sales and/or leads is the primary goal for most businesses, but a solid marketing strategy will force you to dig a little deeper. Setting SMART goals for your brand makes it easier to prove effectiveness, stay focused, and motivate your team.

Some of the goals we help clients set revolve around:

- # of new leads/opportunities/sales generated each month
- A #% increase in organic web traffic each quarter
- A #% decrease in cost-per-click on online ads each quarter
- The launch of # new marketing campaigns each year
- The conversion of #% of my MQLs into SQLs each quarter
- A #% average open rate on my emails by the end of the year
- I will work with # new retailers each quarter

If your marketing team hasn't helped you set these kinds of goals, and doesn't regularly walk through their progress in meeting them, you have a problem. The difference between good and good enough starts with your business goals.

SMART Goals

Specific: SMART goals are clear to everyone involved in achieving them.

Measurable: You need to be able to track your progress.

Attainable: Your goals shouldn't be "easy" to reach, but they should be possible.

Relevant: Don't get sidetracked, keep your business goals relevant.

Timely: Give yourself a certain period of time to hit your goals.

Evaluating your strategy.

Marketing has evolved more in the last 5 years than ever before. As new channels and strategies are developed, so too are marketers' expertise and abilities.

Marketing strategies that are good enough will incorporate a number of different tactics and marketing channels to achieve business goals, but they will most likely be segregated and probably a bit outdated. They may keep budgets and campaigns separate across channels.

Good and even great marketing strategies will see all of today's opportunities as pieces of a larger puzzle. An investment in content marketing doesn't end all traditional PR campaigns, they work together to distribute better content to all channels. Online advertising budgets don't take away from TV ads, they amplify results by continuing the brand relationship online.

The biggest difference between good and good enough marketing? There is no power struggle between marketing channels, just blissful integration, and way better results. Let's take a look at how this is achieved throughout the buying cycle...



Attract



The first step of any marketing strategy is to attract the attention of strangers and turn them into visitors. Who's going to buy from you if they don't know who you are, right?

- A good enough marketing program will attract people to your brand, no doubt. You'll see traffic, reach, and product interest. You may notice some pretty decent search visibility and media coverage, but everything probably seems a bit disjointed. The messages that work well on your website aren't carried over to your offline ads. The people coming to your site are leaving quickly. Your Facebook fans don't seem all that interested in what you have to say. There is more of a focus on quantity over quality.
- A good marketing program on the other hand, focuses on the best ways to draw interested prospects to your brand. A article mention in a relevant magazine drives readers to a longer content piece on your blog that was featured across your social channels and supported by both online and offline ads. Your POP displays include a photo from the article or an "As Seen In" badge. You've got the end goal of sales or conversions in mind right from the start, so you're not wasting time on attracting poor quality visitors or viewing different marketing channels as separate campaigns.

Attract

Build awareness with qualified prospects
What you should see: Traffic, Impressions, Views,
Social Fans, Brand Recognition

Engage

Convert

Delight

Engage



So people know who you are, congratulations! If you're a well-established brand, most of your sales probably start in the engagement stage. People are already following you on social media, visiting your blog for insights or ideas, and scanning your in-store QR codes. They know who you are, but you need to give them a reason to care.

- A good enough marketing plan will work to educate your audience on why your products or services are better than the competition. Its focus will be on your brand and your marketing messages will be pretty interruptive. You'll notice a social feed that is nothing but product photos, your online ads are intrusive, and your offline materials are more technical than creative.
- A good marketing plan will help your target audience understand how to solve a problem. Your campaigns won't focus on your products or brand, but how you're in the business of improving people's lives. The focus will be on telling your brand's story, and solving your target audience's problems and needs, not what you're selling. Your website will answer the questions people are asking online, your social feed will show happy customers using your products and your offline materials will add value and leave people wanting more from your brand.

Attract

Build awareness with qualified prospects
What you should see: Traffic, Impressions, Views, Social Fans, Brand Recognition

Engage

Drive consideration for your brand
What you should see: Repeat Visitors, Email Subscribers, Likes, Mentions, Shares, Referral Traffic, Form Submissions

Convert

Delight

Convert



In this stage, people are looking for a reason to buy from one brand over another. They are weighing their options, considering your competition, and making their final purchasing decisions. Now is your chance to show off!

- A good enough marketing plan will probably do a pretty good job of making the case for why you're brand is the best choice. But you'll see some channels outperforming others pretty dramatically. You'll notice a lack of support between offline and online initiatives, you'll see holes in your funnel, and conversion rates won't regularly increase. Retailers may complain that online initiatives don't support their promotions, or you'll see trends in your shopping cart abandonment that don't get addressed.
- A better marketing strategy will have a proactive focus on the conversion stage. After all, this is literally where the money is made! Integrating online and offline materials to provide a seamless shopping experience is key. Shoppers are researching products online while they are in stores, so POP displays will echo the message points consumers are reading online. In store sales staff are educated and excited about the products, with easy access to the marketing and product information they need to give great recommendations. Online ads are triggered when shoppers are near or in stores that carry your products. Landing pages, content, and CTA's are tested, optimized, and revised regularly for continued conversion rate optimization.

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Convert

Nurturing consideration, conversions & sales
What you'll see: Higher CTR's, Increased Sales & Conversions, Higher Traffic to Retailers

Delight

Delight



Once a customer buys from you, do you forget about them? No way! Your marketing strategy shouldn't either. Keeping your current customers happy through great customer service, brand experience, and follow up is the best way to turn your customers into brand promoters.

- A good enough marketing strategy may see some user generated content being shared from customers loving your products, or you may even see requests for reviews after a sale. But there will be a disconnect between your marketing team and customer service, you'll see complaints on social that aren't addressed quickly or product usage questions that can't be answered easily. Your brand is reactive to online buzz, not proactive in sparking and engaging in those discussions.
- A good marketing strategy sees beyond the sale and actively works to turn your customers into vocal brand promoters. Emails, ads, and content are used to increase returning visitors and referral traffic to your website. Always on the lookout for who's talking about your brand online to engage with them and then empowering them to do more. Positive reviews and word of mouth marketing initiatives are encouraged and shared to build trust. Customer loyalty rewards programs will have both online and offline integration for better reach and engagement.

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Delight

Generating brand promoters & loyalty
What you should see: Repeat Customers, Positive Reviews & Brand Sentiment, Referral Traffic

Now it's your turn.

It's time to take a hard look at your marketing strategy. A good marketing strategy doesn't silo your campaigns by channel, it integrates all the pieces so your story is stronger and more recognizable, no matter where you're found. Here are some of the questions we pose to our clients when assessing the health and happiness of our accounts. Answer them for your brand to get a better understanding of your current marketing initiatives:

- Is the marketing work measurably effective?
- Does my marketing team have a solid understanding of my ideal customer? Is that who they are delivering to me as leads and prospects?
- What are the pain points my products or services address? Are those highlighted well throughout the marketing initiatives?
- Is the brand voice and messaging consistent across all channels - offline and online?
- Are my retailers happy with the online support they get from our brand?
- What was the most successful marketing campaign or project in the last year?
- What does my marketing team provide me that is of the most value to the brand?
- Have you hit or are you on track to hit your annual business goals?

There is no one size fits all way to measure the effectiveness of your marketing. After all, it should be customized to your brand, resources, and goals. That doesn't mean that you shouldn't have a solid understanding of your program, it's effectiveness, and opportunities for improvement.

Conclusion.

It's easy to go with the flow and accept things as they are, it's harder to push your team and your brand to do better. But that's exactly what your brand deserves. Taking a hard look at your marketing strategy isn't easy. It pushes us to be critical, ask tough questions, and take the time to really evaluate our successes and shortcomings.

When we know better, we do better, right? We hope this guide was helpful as you start evaluating your marketing strategy. As you find opportunities to improve, integrate, and update your marketing plan, remember to look beyond the channels and create an even more cohesive brand experience for your customers.

You'll have better luck funneling consumers through the buying cycle when your marketing story is integrated every step of the way!

Happy marketing!

ABOUT **E**Power Marketing

E-Power Marketing has been generating the traffic, leads, and sales our clients deserve since 1998.

We amplify our clients' marketing and sales efforts by becoming their online marketing partner and working with all aspects of their digital presence, from SEO and online advertising to social media, content marketing, and so much more to meet and exceed their business goals.



**Are we the right agency
partner for you?**

Let's Talk

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