

MARKETING STRATEGY IN 4 SIMPLE STEPS

Marketing isn't rocket science.
It doesn't have to be complicated.
You just need to know where to start...



QUERCUS



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Thanks for getting this far! I hope you find these slides useful.

My mission is to help business owners like you avoid the overwhelm you feel with your marketing and create straightforward, easy to implement campaigns that work.

It doesn't have to be complicated and it's really not that difficult.

But you do need to start in the right place. Just follow these 4 simple steps, and you'll have the foundation of a clear marketing strategy.

Step 1: Where are you now?

To kickstart your marketing strategy, take a good hard look at your business today...

- Where are you at?
- Are you attracting enough customers (and are they the right type of customers for you?)
- Are you doing work you enjoy?

A marketing strategy is quite simply a roadmap to help you get where you want to be.

But here's the thing, you can't work out where you want to be if you don't know where you're starting from...



Take Action:

Block out some time in your diary today or in the next few days to reflect on your business and see where you are now.

Step 2: Where do you want to be?



Now you're clear on where your business is today, where do you want to go next?

- Where do you want your business to be in 6 months' time or in a year?
- How many clients do you want to be working with?
- Do you want to develop new products or services?

When you know where you want to be, it's so much easier to create a plan that gets you there.

Take Action:

Get outside and dream big! We have our best ideas when we're not trying too hard to have them 😊

Step 3: Who are you talking to?

Marketing is simply a conversation with your audience, nothing more.

But you do need to be clear who that audience is.

You wouldn't walk into a room and start randomly shouting in the hope that someone is interested in what you have to say (would you?!).

Your message needs to be relevant, and to make it relevant you need to know who you're talking to and what makes them tick.



Take Action:

Build a clear picture of who you're talking to and what's going on for them in their world.

(For your free copy of the template I use with my clients to create client profiles, [drop me an email.](#))

Step 4: Why you?

- What makes you different?
- Why would anyone buy from you rather than someone else?
- How do you make your clients' lives better?

This step is one of the most difficult to complete. It's hard to see what makes you different when you're down in the detail of doing a brilliant job for your clients. But when you have an outside perspective, it becomes a whole lot easier.

Take Action:

Talk to someone you trust about how you help your clients, talk to your clients about why they buy from you. Get that outside perspective – it's really helpful!



And there you have it!



With these 4 questions answered, you are clear on what you need your marketing to achieve, who you're talking to and why you're different.

Now you can use all this to create your marketing messages and put them into a plan.



Any questions?
Just get in touch!

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