

Marketing road map

Companies come to us for many reasons. But whether you're looking to generate more enquiries, alter your brand image, or simply boost your profits, you need to get noticed. That requires a strategy, which is what we're here for.

This strategy simply sets out your objectives as a business, and the marketing and promotional activities you need to undertake in order to get there.

The first, crucial stage on the journey is defining exactly where you are NOW. We've boiled the entire process down to three very simple principles – handily summed up as the Three Ms – which we'll guide you through at our initial consultation.

To help you get the most from this session, you might want to think about the following ahead of time:

1

Your MARKET (or markets)

Who are you trying to sell to? A simple question, but a fundamental one. Accurately defining who your target customer is drives the entire marketing process, from what your product or service should be in the first place, to how you position it, promote it – and how much to charge for it.

2

Your MESSAGE

What do you want to say to your market? Are you aiming to inform, educate, persuade, change perceptions, make a big announcement – or a combination?

What do they want and need to hear? Your product or service's features (what is it, how it works) are important, but it's the benefits – what it can do for them – that people really look for and buy into.

3

Your MEDIUM

Where do you put your message so your market will see or hear it? Within the basic media categories – print, online and broadcast – there's a huge range of options, but not all will be relevant or cost-effective to your product/service or target audience.

It would also be very helpful to have some background information, such as:

4

Your COMPANY BACKGROUND

- What product(s) or service(s) does your business provide?
- When was the business founded?
- How many people do you employ?
- Where are you based?
- What's your current strapline (if you have one)?

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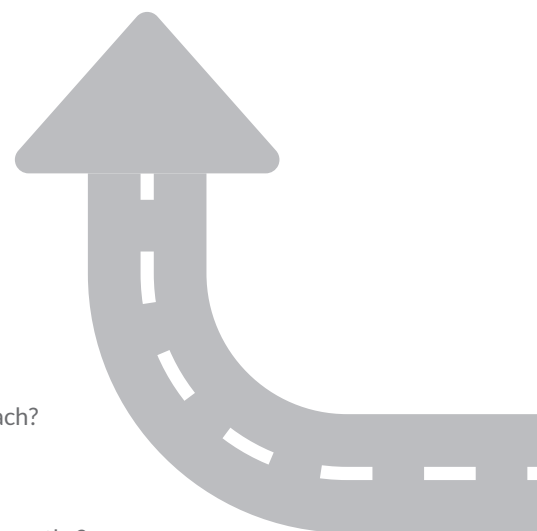
Your OBJECTIVES

- What are you trying to achieve?
- Is there a specific problem you need to fix?
- Are there particular companies, sectors or groups you want to reach?

6

Your CURRENT MARKETING ACTIVITY

- What promotional activity have you undertaken in the last 6–12 months?
- How would you rate its effectiveness?



This may seem a lot to think about, but you probably carry most of it around in your head anyway! The more information you can provide at the start of the process, the more accurate and effective the road-map will be. Time invested now really will pay dividends later on.

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