

# Judy Burnett Solutions

February 27, 2009

## Key Elements of a Marketing or Promotional Strategy

- I. “Product” definition
  - What is the product, service or idea you wish to market?*
  - What are the industry or societal trends that might influence your success?*
  - What are your main challenges? e.g. How do we \_\_\_\_\_?*
- II. SWOT Analysis
- III. Elevator speech (Positioning Statement)
  - Describe the product, service or idea in a 10-sec sound bite*
  - Example: Judy Burnett Solutions offers marketing and public relations services to businesses and not-for-profit organizations. Our services are customized to meet each client’s budget, needs and strategies.
  - Example: Beijo Bags offers high fashion handbags inspired by California-based designer Susan Handley. They are available at home-based Beijo Collection Showcase Parties.
- IV. Communication strategies
  - Overall objectives*
  - Messaging by audience*
    - Who are the customers? - politics, geography, interest groups, etc.*
    - What are the customers’ wants and what motivates them?*
    - Who are the primary players?*
    - Who are the influencers?*
  - Messaging by geography*
- V. Launch strategies
  - Plan by audience & geography*
  - Budget*
  - Promotional Schedule*
  - Develop media lists*
- VI. Public relations strategy & execution – building trust & credibility
  - Op-Ed pieces, letters to the editor, speeches, conferences, newsletters, TV and radio interviews, Web interviews, press kits (print & electronic), editorial board meetings, feature story pitches, hitchhiking on a story, posters, networking, webinars, seminars, special events, word-of-mouth, eblasts, face-to-face meetings, phone calls...*
  - Budget*
- VII. Advertising strategy – mass marketing
  - Plan – newspaper ads, billboards, radio spots...*
  - Budget*

VIII. Possible outcomes

*Your message reaches your intended audience*

*Your message is understood by your audience*

*Your message stimulates the audience to take desired action*

IX. Success measures

*Measurable goals & success metrics*

*News clipping services*