

The 7 *Essential* Marketing “Powertools”

Here are a few “*must have*” marketing tools. Implement these, and you’ll be streets ahead of the majority of businesses, who don’t think twice about marketing.

1. Your Brand Positioning Statement



Your Brand Positioning Statement is Critical

Your brand positioning statement is a simple statement of what your product or service stands for and why your customer should choose it rather than an alternative. Here is a useful template:

- For (insert target customer), (insert Product/Service) is the (insert Category) which (insert WIIFM) because (insert reason to believe)
 - The *WIIFM* is “What’s in it for me” from your customer’s perspective. It’s best stated as a benefit. (A feature is a differentiating aspect of your product or service (made from stainless steel); a *benefit* is what this means for the consumer (never rusts)).

Example: For Aussie mums, Omex is the washing powder which makes her feel in control because she knows it contains the famous Omex stain-removing enzyme.

2. Your Written Marketing Strategy

This is a simple one page written statement of what you are trying to achieve, and how your marketing plan delivers on your overall business vision and goals. Here is a simple and effective short strategy format:

- **Vision**
- **Mission**
- **5 Year Goal**
- **Key Strategic Thrusts to Get There**
- **Activities and Goals**

Start at the top, and at each level down, ask “will this help to achieve the layer above”

Example:

Vision:	<i>Omex</i> will be the #1 washing powder in Australia
Mission:	<i>Omex</i> is on a mission to make mums confident
5 Year Goal:	<i>Omex</i> will take 5% of the market from Sudso

Key Strategic Thrusts to Get There:

- ⇒ Show People Why *Omex* Cleans Better
- ⇒ Increase Visibility of *Omex* in Supermarkets

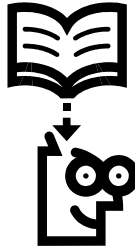
Activities and Goals:

- ⇒ Advertise on TV to show why customers get *omex* confidence (shift understanding of *omex* enzyme from 0% to 20%)
- ⇒ Design new packaging in shape of the *omex* enzyme (shift “know the *Omex* pack” from 30% to 45%)

Above: An example of a short marketing strategy

PS – don’t even *think* you can have a good strategy without writing it down. *If you can fit your strategy on a postcard, it’s a good sign!*

3. Your Customer Understanding Summary



Know your customer?

You need a written statement of what you know about your target customer, which can help you sharpen your marketing by aligning your strategy to your customers' needs.

To make life easy, try to stereotype so you have got a single “hero” customer profile.

Here are a few starting points, with thanks to Rudyard Kipling and journalists all over the world who know this formula very well:

- i. Who: Who is your hero customer?
- ii. What: What happens in their lives, and why are you there?
- iii. When: When do you help them?
- iv. Where: Where does the action happen?
- v. Why: Why do they need help?
- vi. How: How does it happen?

4. Customer Insight

You need to try to get a short expression of what it is that you know about your customer which helps you do things better than your competition.

Insights can come from all sorts of places, but should always be about your customers, not you.

An insight is usually a bit of an “Aha!” type realization, preferably one which seems obvious in hindsight and, hopefully, one your competitors are blind to.

A good tip is to be able to write your insight as a sentence with one of these three statements:

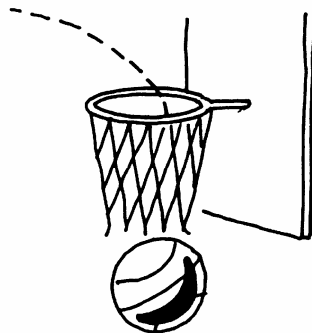
- My customer wants...
- My customer feels...
- My customer needs...

5. SWOT and PERT Analysis

Making a SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix is a simple way to help you understand the competitive reality of your business, so you can plan appropriate marketing strategies.

A PERT (Political, Economic, Regulatory, Technology) matrix is another simple tool to provide an overall context for marketing planning.

6. Look For The Big Idea



A big idea puts you ahead!

Any response to your briefs, whether they come internally or from an agency, should be able to be *boiled down to single idea*.

An idea is simply a marketing *concept* which can be done a number of different ways.

You should always be able to *describe* a good idea, and here are a few tips to help:

- What is the big idea, in a few words?
- What is the executional idea (what your customer would see)?
- How does this idea deliver on the written brief?
- Is it consistent with our positioning statement?

7. Written Marketing Briefs

Taking the time to write a brief is the simplest and most effective way to save money and increase the quality of your marketing.

Briefs are the way you convert strategy into a task for a marketing professional (for example, an advertising agency, a PR specialist or a media buyer), but don't underestimate the power of a brief even if YOU are going to work on it personally.

Remember, there is no better discipline and test of your ideas and thoughts than exposing them in writing.

The idea is to avoid specifying a particular output, but to effectively frame your problem and make your objectives clear.

For an agency, a brief is written proof that you have thought about what you are trying to achieve. When you deliver a written brief, it is a clear sign that you are expecting marketing activities to deliver a payback.

- Here are a few things a good brief should contain:
 - Background and Reason for this Brief
 - Business Objective/Goal
 - What is happening now (From)
 - What we want to happen (To)
 - Specific requirements (eg. Mandatory elements)
 - Ideas Considered
 - Brand Positioning
 - Person Responsible for Approval

Important: You should never ever send a brief by email or fax. Always deliver your written briefs in person. This is a golden rule.

You can find templates for all of these tools at the Turning Leaf website at www.turning-leaf.com.au or by emailing me personally, at matt@turning-leaf.com.au.