

# Ep 22: 4 Steps for Translating your Brand into an Effective Marketing Strategy

## Translating your brand into strong marketing execution

- Tighten up your brand.
  - A strong brand is the foundation of every successful marketing campaign.
  - Make sure your "why" is clear and differentiated.
  - Ensure your visual and verbal brand elements reinforce your "why".
- Get clear on who you are going to target.
  - If you try to be everything to everybody, you will be nothing to nobody.
  - Your marketing efforts should be directed to a consumer(s) you know both demographically and psychographically.
  - Make sure your brand offerings match each consumer's needs.
- Develop a plan for reaching your target.
  - This is your "where-to-play" strategy and it outlines where, when and with what offering you will engage your consumer.
  - Also establish your KPI's, budget and resources.
- Put your plan into action.
  - Monitor, learn, refine, repeat.
  - Be pragmatic. Give time for results to develop but don't hesitate to optimize to improve performance.
  - Don't set-it-and-forget-it. And don't allow your marketing to become stagnant. You should constantly be revisiting to maintain relevancy.
  - Maximize your content by leveraging on other channels but be mindful of what works on each channel.

### Areas to address immediately are:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### Action Plan:

Action	Timing	Progress	Complete

