

# SMALL BUSINESS MARKETING FRAMEWORK

Marketing is everything. Everything is marketing. So take the time out to properly plan, define and evaluate your marketing opportunities and goals to do things right the first time.

- There is a gap in the market. Is there a market in the gap?**
  - What is the size of the market opportunity?
  - Who are your competitors?
  - What are the risks?
  - Is it the right time to enter the market?
  - What is the business case?
  - What are the revenue opportunities?
  
- Who is your ideal target market?**
  - By industry and location?
  - By age, gender, and income group?
  - Existing or new customers?
  - By products and/or services?
  - Do they need what you are selling?
  - By preference? Is there a demand for your products and services?
  
- Customer Value Proposition: What differentiates your Brand, Product or Service?**
  - Your product positioning relative to your competitors?
  - Your price positioning relative to the opposition?
  - Your service delivery and support compared to the rest of the market?
  
- What do you intend doing differently to attract their attention?**
  - What is your story? How are you adding quality to customers' lives?
  - What is your communication strategy?
  - How, where and by what means do you intend to attract their attention?
  - What will be your key communication platforms?
  - How frequently will they be exposed to your marketing message?
  - How do you propose winning their hearts and minds?
  - What products and features are you going to use to attract attention?
  - What is your strategy for building customer relations?
  - Why would your target audience swop from their usual brand to yours?
  
- What brand assets differentiate you from competitors in terms of:**
  - Identity (Brand name)
  - Image (Personality and Character)
  - Consumer Value Proposition and Brand Experience.
  - Convenience, Accessibility and Affordability.
  
- What are your brand's key differentiators?**
  - Accessibility and Availability.
  - After-Sales Service and Support.
  - Route to Market.
  - Innovation and Trending.
  - E-commerce and Technological Advancement.

- **What marketing channels and platforms will you use?**
  - Social Media: Facebook, Twitter, Instagram and LinkedIn.
  - Email Marketing: Everyday business email and mailer campaigns.
  - Content Marketing: Articles, white papers and blog posts.
  - Video and Audio Marketing: YouTube.
  
- **Use your Marketing Activity Calendar to:**
  - Map-out your planned marketing campaign activities.
  - Schedule what, when, the date, time and type of marketing media.
  - Create a time frame: from design, to production, to posting.
  - The secret to success? Plan, Produce, Activate!
  
- **Post-Campaign Analysis:**
  - What were your campaign objectives?
  - Brand awareness?
  - Build a quality database.
  - Distribution and Sales?
  - Did you achieve your objectives?
  - What worked, what didn't work?
  - What should you do more of?
  - What should you do less of?
  
- **"You don't get a second chance to make a first impression"**
  - You need to interrogate the product until it confesses.
  - Spend planning time wisely.
  - Avoid being reckless - don't rush in where angels fear to tread.
  - Evaluate and learn from the mistakes made.
  - Never give up or give in.
  - *Just do it!*

**Not enough time to do all that the checklist asks? We can assist. We're only a phone call away.**