

BoO!

How to Create a Simple Marketing Strategy

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Anna Short

- Founder of Boo! Marketing with 26+ years marketing & business development experience
- Postgraduate Chartered Institute of Marketing (CIM), Digital Marketing Institute (DMI), BA (Hons) Business Studies & Marketing
- NLP Coach & Practitioner

About **Boo!**

Marketing & business development partners for start-ups, micro-businesses & young people's charities.

We believe every business is unique and deserves a goal led marketing strategy, action plan and results – see the bigger marketing picture.

Who we've worked with...



STEP 1 | Building Your Story

Write the first things that come to mind. Then, revisit and refine in a day or two.



History



Industry



People



Strengths



Customers



Price & Quality



Processes



Sources of Business

STEP 2 | Vision, Goals & Values

Keep your vision and goals SMART, put figures against them to understand exactly what you are aiming for.

Vision

**Goals
(for the next 12 months)**

Values

STEP 3 | Current Marketing Activities

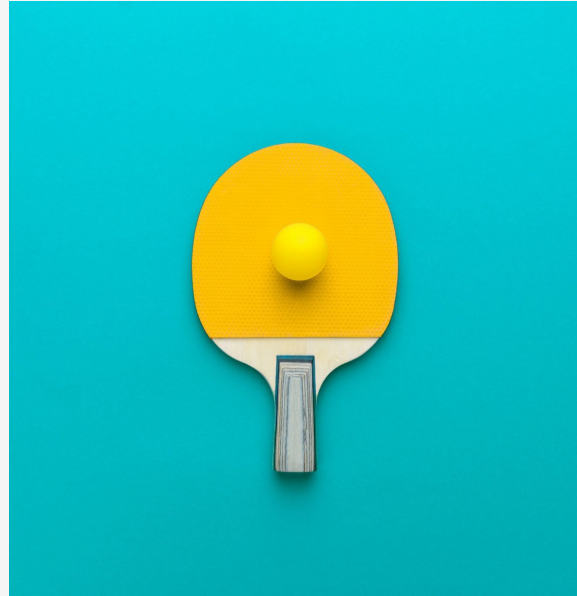
Note the activities you do at the moment, what you do i.e. post on social twice a week, any results gained and any improvements required.

Marketing Activity	Current Actions (What you do)	Results (Leads)	Improvements (next 12 months)

STEP 4 | What Makes You Different?

Again, write the first things that come to mind, and then revisit and refine in a day or two.

1. Products/Services
2. Packages
3. Unique features/benefits
4. Added value
5. Back it up with evidence



STEP 5 | Target Markets

1. Who is your target audience?
2. Where are they?
3. What are they interested in?

Challenge
(What's their main challenge)

Solution
(How do you help?)

Message
(What they need to hear from you)

We hope you found our 5 Step Strategy helpful in framing your thoughts. To develop this further with creative ideas and resourceful lead generation activities, the next step is a monthly plan of action.

Any questions or challenges that come up after working your way through the strategy, get in touch. We're always happy to help.

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Making Marketing Simple | Strategy | Action | Results | Outsourced Support

