

DEVELOP YOUR PERSONALIZED  
ACTION PLAN TODAY

# WIN @ BIZ<sup>®</sup>

Develop Successful  
Marketing Strategies

## WORKBOOK

Growth & Business Coach

*David Gabbert*



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**WIN AT BIZ® WORKBOOK**  
**DEVELOP SUCCESSFUL MARKETING STRATEGIES**

A TEN E-BOOK SERIES

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## Action Step Workbook: Develop a Successful Marketing Strategy

1. To help you develop a successful brand, create an accurate list of both the stated and unstated needs and wants of your target customer. (Be sure to get your employees involved in developing this list.)

List customer wants here:

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- a. Make a list of every point a customer and prospect will touch your business. Employee-related touch points may be a sales presentation, a customer service telephone call, or the delivery of the product or service. Non-employee-related touch points may be your website, point of sale advertising, the performance of the product or service, the image and message of your uniform, business card, brochure or service trucks.

Employee-related Touch Points	Non-Employee Touch Points

- b. At each employee-related touch point that you have identified above, make a list of the employee actions that will be necessary to satisfy the needs and wants of your customer and separate you from the competition. Use the table provided below. At each of the employee-related touch points, also make a list of the training that will be necessary to achieve the desired employee actions in the table provided below.

Employee-related Touch Points	Employee Actions Required	Employee Training Necessary

- c. For each non-employee touch point (e.g., website, uniforms, advertising materials, etc.), list how each marketing strategy can be improved to deliver what the customer wants from that touch point and separate your company from the competition.

Non-employee Touch Points	Strategy To Improve

2. Go out and shop the competition, identify and record the answers to the following questions:

- a. What does the competition do well in satisfying customer wants?

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**b.** What does the competition do poorly in satisfying customer wants?

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**3.** Identify and write down how the touch points of your brand are going separate your company from the competition.

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**4.** Determine the *core identity* of your brand by answering the following questions:

**a.** What are the fundamental beliefs and values that drive the brand? What does the company stand for?

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**b.** What are the company's intellectual competencies that drive the brand?  
(For instance, proprietary intellectual knowledge that gives you an advantage over the competition.)

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5. Determine your *brand identity* by answering the following questions:

a. What are your product related attributes or benefits that are better than the competition's?

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b. What are some organizational benefits that are better than the competition's (e.g., educated people answering the phone who can answer customer questions without transferring the call, follow-up quality control systems that exceed customer expectations)? Strong organizational attributes will generally create more customer loyalty than product benefits.

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c. Can your brand identity be tied to a personality?

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d. Can your brand identity be tied to a symbol (e.g., the Prudential rock)?

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6. Determine your *value proposition* by answering the following questions:

a. What are the functional benefits of the product and how are they better than the competition's?

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b. When the consumer is purchasing or using the product, what emotional benefits can you satisfy better than the competition does?

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c. What are the self-expressive benefits of the brand? In other words, how does the brand become a way for a person to communicate his or her self-image?

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7. Write a one-sentence marketing strategy statement of how you want your customers to perceive your brand. This perception must be something that is important to your customer, expresses your most important benefit, and separates your company from the competition.

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8. List how you will use your brand identity and value proposition information in your marketing messages.

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- 9.** List how you will use your branding identity and value proposition information in your sales training programs. For example, list sales jargon or sales phrases that use these unique brand identity points to sell benefits and overcome objections.

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- 10.** List three different marketing methods that you think will effectively reach your target audience and be effective at developing new prospects (e.g., a company selling business-to-business may elect to use telemarketing, a retail store may use specialty zoned magazines, and a service company may utilize door-to-door).

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- 11.** List different marketing methods that you think will match up well with your existing customers to generate repeat revenue.

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- 12.** List different marketing methods that you think will match up well with your existing customers to generate additional revenue from related products or services.

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**13.** List what the company will be doing that is more remarkable than the competition to generate word-of-mouth advertising and get people talking about you.

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**14.** Make a list of marketing strategies that will motivate customers to refer prospects.

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**15.** Make a list of what the company will be doing to make your customer feel important and special. What will build brand loyalty?

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**16.** List how your company is going to make it easier than the competition for your prospects and customers to get information about your products or services.

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**17.** Make a list of the different procurement options you offer your customers to make purchasing as convenient as possible. (What are the methods your customer would most prefer to make a purchase?)

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**18.** Shop your competitor's website. Make a list of what you need to do to your company's website to build your brand and separate you from your competitors. How will you make it more customer friendly, improve navigation, improve information and images, improve ease of procurement, offer valuable educational information, collect testimonials and customer feedback?

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**19.** Make a list of how you can improve your sales procedures to effectively convert more prospects to sales.

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20. Write down marketing methods you intend to implement for the next twelve months to develop both new leads and generate continued revenue from your customers. Show the cost of each item with a monthly total as a percentage to monthly revenue. See example below.

<b>Month/Date</b>	<b>Marketing Method</b>	<b>Cost</b>	<b>Percentage to Projected Revenue</b>
<b>January 1</b>	70,000 direct mail pieces to target new prospects	\$20,000	4 percent
<b>All Month</b>	Two telemarketers-lead development	\$5,000	1 percent
<b>January 15</b>	Customer promotion by personalized letter to promote repeat business	\$2,500	0.5 percent
<b>January 20</b>	Statement stuffers to promote add-on services to customers	\$2,500	0.5 percent
<b>January 25</b>	Trade show	\$5,000	1 percent
<b>Monthly Total Advertising Cost</b>		\$35,000	7 percent

## About the Author

# David Gabbert

Entrepreneur, business mentor and growth coach, David Gabbert helps business professionals, business owners, new startups, and students learn how to win at business. Self employed for forty-seven years, founder and owner of four million-dollar-plus businesses, and author of ten Win at Biz® business books, Dave offers free business articles about a variety of proven business strategies which compose the basic building blocks of starting and operating a successful business.

Free monthly e-zine subscriptions are available: [www.davidgabbertbusinesscoach.com](http://www.davidgabbertbusinesscoach.com)

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