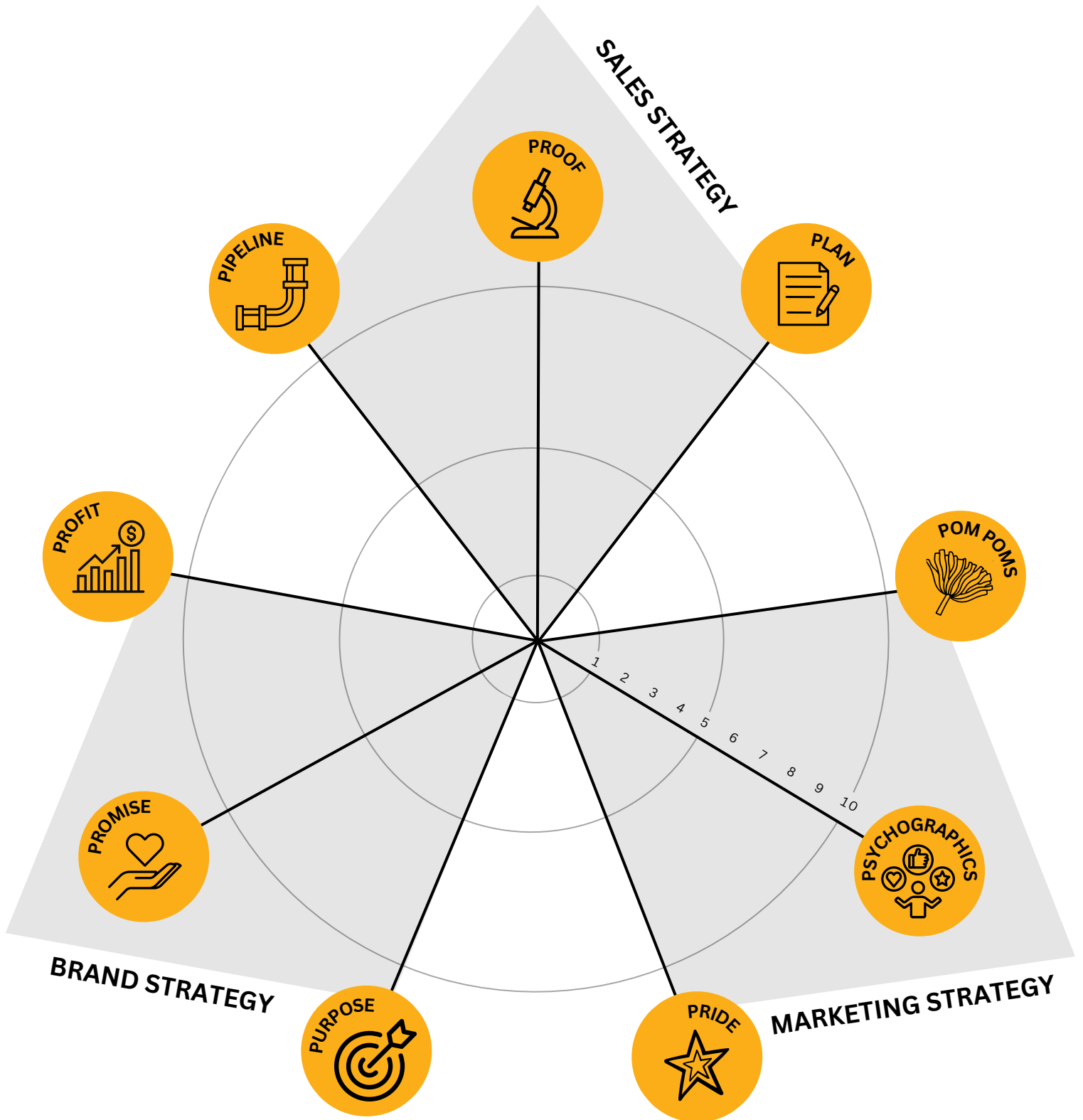


The 9Ps of an Effective Marketing Strategy





You are clear on your **“Why”** - Your vision, your mission – your reason for being – your **PURPOSE**. How you operate, who you will work with, and in what circumstances, all relate to this.



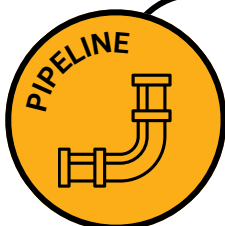
You are clear on what your **most profitable core products** and services are and which market segments value you the most and return the most profit?



You can clearly identify and live by your **company values**, and your **unique points of difference**. You understand the **PROMISES** you deliver that stands you apart from your competitors. These promises and values form the pillars of your marketing and customer journey.



You can clearly identify how your products and services **“Change Your Client’s Life.”** You know what **outcomes** your customer avatars are looking for and the **lanes** you will play in to deliver that to them.



You have a consistent pipeline of leads. You understand how to move potential clients through your buying cycle so they are ready to buy from you. You are clear on which **channels, traditional or digital, and the marketing campaigns** required to achieve desired results.



94% of people will buy from a business with good Google reviews, third-party testimonies & case studies that provide the outcomes they are seeking. Are you clear on how to showcase company excellence (strategically) (**PRIDE**), promoting **PROOF** and working on ways to build raving fans to do it for you creates the **POM POMS**.



“A goal without a plan is just a wish.” This leads us to the last and most important piece of the Strategic Marketing process, the **PLAN** – this is **the piece of truth and reference point** to ensure you are **always on track**. Your **Business Strategy**, Your **Branding, Marketing & Sales Strategies** are all fully aligned?