

2021 MARKETING STRATEGY



Congratulations!

By completing this document, you're already well on your way to developing a winning marketing strategy for 2021. Let's get started ...

Executive Summary

This document was developed for two reasons:

1. Develop a clear marketing strategy that aligns your marketing programs to your business objectives
2. Develop metrics to measure success and maintain marketing accountability

Current Situation: 2020 Highlights

This slide takes a look back on last year's production. By highlighting successes from the past year, it provides you with a reminder of your "why" and what you are capable and focused on producing for your business in 2021.

Content Examples:

- Sales/Revenue Goals exceeded

Current Situation: 2020

One sentence overview of your highlights.

- Highlight #1
- Highlight #2
- Highlight #3

Current Situation: 2020 Challenges

This slide shows that although you accomplished a lot, there are still big hurdles to jump in order to move your business forward – helping to set the stage for what you and I will be focusing on during our sessions.

Content Examples:

- No defined marketing strategy
- No customer relationship management system in place

Current Situation: 2020

One sentence overview of your challenges.

- Challenge #1
- Challenge #2
- Challenge #3

Marketing Goals

Your goals should align with your overall business and team goals. There should be no more than 3 goals, and they should be quantifiable and specific.

Examples of marketing goals:

- To increase revenue from marketing by 10%
- To grow Sphere list by XX%
- To launch a new brand identity
- To open a new geographic/demographic farm market and close XX% by end of 2021

Marketing Goals 2021

Goal #1:

Goal #2:

Goal #3:

Strategy Statement

Explain in one sentence how you plan to reach your goal.

Examples of strategy statements:

- **Lead generation:** develop an email campaign to all of my sphere offering updated marketing analysis or trend reports for their home/neighborhood
- **Website traffic:** develop an online campaign using a mix of organic and paid search campaign to target homeowners in my desired farm area
- **Brand awareness:** develop a media plan that includes traditional and online media outlets targeted at your geographic/demographic target audience

Strategy Statement

Insert your strategy statement here.

Tactics

Tactics are a series of steps, actions and/or tasks to put your strategy into action. The output of this is referred to as your "marketing mix".

Example tactics include:

- Marketing research
- Social media
- Email marketing
- Events

Tactics

- Tactic 1
 - Explanation or description
- Tactic 2
 - Explanation or description
- Tactic 3
 - Explanation or description
- Tactic 4
 - Explanation or description

Success Metrics

Metrics will answer the question, “what does success look like?” You can group metrics as quantitative vs. qualitative and/or strategic vs. programmatic.

If possible, for each metric have:

- **Baseline:** where you are today
- **Target:** where you want to be at the end of the year
- **Benchmark:** an industry/team average result per metric

Success Metrics

Success Metric #1

- Baseline
- Target
- Benchmark

Success Metric #3

- Baseline
- Target
- Benchmark

Success Metric #2

- Baseline
- Target
- Benchmark

Success Metric #4

- Baseline
- Target
- Benchmark

Marketing Budget

Your budget should provide you with all the funds you need for the current year to accomplish your strategy.

Marketing Budget Guidelines

- 30% of companies spend between 3-5% of revenue on marketing, with 45% spending over 6% (most of those between 6-10%).
- Approximately 5% of that going to labor (either for a department, or outsourcing to a marketing firm).
- 34% of entire marketing program spend (excluding labor) should be spent on Digital Marketing.