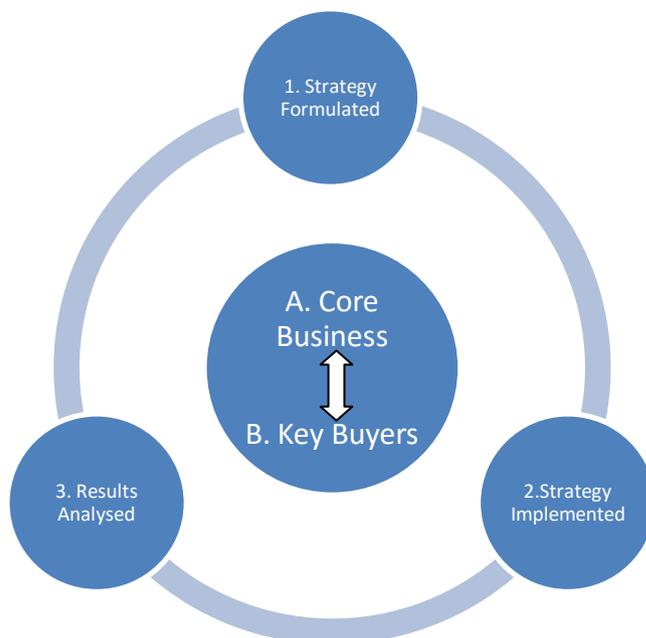


CORE BUSINESS TO KEY BUYER - MARKETING STRATEGY CYCLE



THE INNER CIRCLE

A. Core Business

Passion. What are we truly passionate about? What excites us about our business?

Potential. Where does our true potential lie in what we do? What are we truly good at?

Profit. What are the most profitable products and services?

B. Key Buyers

Who are the potential buyers who will be attracted to your core business as identified above? Who are your top current customers in terms of age, gender, values, interests and recreation, income, family status, profession, involvement in clubs, education etc? Profile the ideal customer and where they are most likely to hear about you.

THE OUTER CYCLE

1. Strategy Formulation

Combining the knowledge of what you want to market (derived from your Core Business Concept in part A), with the understanding of your ideal client and where they are most likely to hear about you (as per part B), you are ready to investigate which marketing mediums are going to be the most likely to reach your target audience. Document your strategy onto a simple planner with action steps to be taken. A simple one I have designed can be found at:

<http://www.rayhodge.com.au/wp-content/uploads/2015/01/Marketing-Planner.docx>

Ray Hodge speaks and consults to businesses and organisations, a notable event being the Department of the Australian Prime Minister and Cabinet. His emphasis is on improving critical efficiencies to dramatically increase key results. He has coached and provided consulting services to leaders and teams for over 25 years.

2. Strategy Implementation

Schedule time weekly for implementation. You can have the most wonderful plans and intentions but action is where it counts.

3. Analyse Results

Analysis should be kept reasonably simple. It should have at least the following components:

- What you are doing (eg. 4 radio ads this week, 165 contacts made from telesales etc)
- Resulting enquiries
- Resulting appointments, proposals etc. (if applicable).
- Sale numbers
- Average dollar sale
- Key conversion ratios
- Cost per enquiry, interview, sale etc.

Summary

The outer rim on the visual is cyclical. Formulating strategy, implementation and analysis has to be a recurring process. If for example your analysis reveals a weakness, reformulate your strategy and implement accordingly, testing to see if this has brought about the intended changes. If on the other hand you have had great success in one area, this then allows you to zero in and accelerate with even greater speed and corresponding results.

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