

Pathway to Success: A Marketing Strategy Flowchart

Define Your Campaign Objectives

Identify Your Target Audience

Conduct Persona Research

Choose Your Marketing Channels

Establish Your Brand's Tone

Setup a CRM Database for Storing & Tracking Contacts

Finalize Your Key Message

Categorize Existing Customers & Previous Prospects

Create Website Conversion Points

PCO Premium Content Offer

NRO No Risk Offer

DBO Direct Business Offer

LRO Low Risk Offer

Define Marketing Activities

Webinar

Content Writing

Socials

4 Email/ Newsletter Campaigns

SEO

Contact Outreach

Live Events

Paid Content

1 Training Session Session/Workshop

4 Blogs

8 Organic Posts Per channel

2 Product/Service Announcements

On-Page Website Optimizations

500 Cold Calls

1 Tradeshow

Paid SEO Campaigns + Social Ads

1 Q&A Panel

2 eBooks

2 Social Collaborations

2 Limited Offer Promotions

Link Building + Authority Domain Score Tactics

50 LinkedIn Requests

1 Networking Event

Google PPC Management

Schedule All Marketing Activities

Identify Your Sales Outreach Mechanisms

Cold Calls

Emails

Events

LinkedIn

Scrub List of Responsive Recipients

Create Drip Emails for Contact Enrollment

Research and Attend Industry Related Events

Research Industry Related Groups and Colleagues

Launch Your Campaign

Trigger Marketing Workflows / Sales Workflows

Analyze Your Campaign Results

Refine & Improve

Repeat Monthly!