



The 5 Marketing Must-Haves

A business owner's guide



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Strategic Marketing Solutions

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Companies with a longer-term perspective achieved 4% points higher annual growth during the Financial Crisis. They focused on growth, in addition to focusing on efficiencies.*

In this environment, businesses that have strong continuity of operations and digital capabilities will have the least disruption to revenue. The winners will improve their digital experience, messaging and relevance to prospects.

*Harvard Business Review, How to Grow in a Downturn

“

What do you think about a recession?

I thought about it and decided not to participate.

Sam Walton,
Walmart founder



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**What do my prospects
really want?**

1. What do my prospects really want?

To improve your understanding of your prospects, use personas and engagement data to understand their pain points.



Ask yourself:

1. Who are they?
2. What are they looking to accomplish?
3. What are their preferences?
4. How can you help them?
5. Can your product adapt to this environment?

To answer these questions, look at past customers and opportunities. If you have data, analyze the different customers, their interests and draw insights on lead buyer groups. Then, use those insights to shape your strategy, marketing plan and messaging.



The more you understand your customer – their needs, emotions, and what influences them – the simpler the marketing effort becomes.

Betsy Brand

Founder & Chief Marketing
Enthusiast,
Brandmark Studios

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Does my
brand resonate?

Your brand expression and experience permeates every interaction.

80% of customers say the experience a company provides is as important as its products and services.*

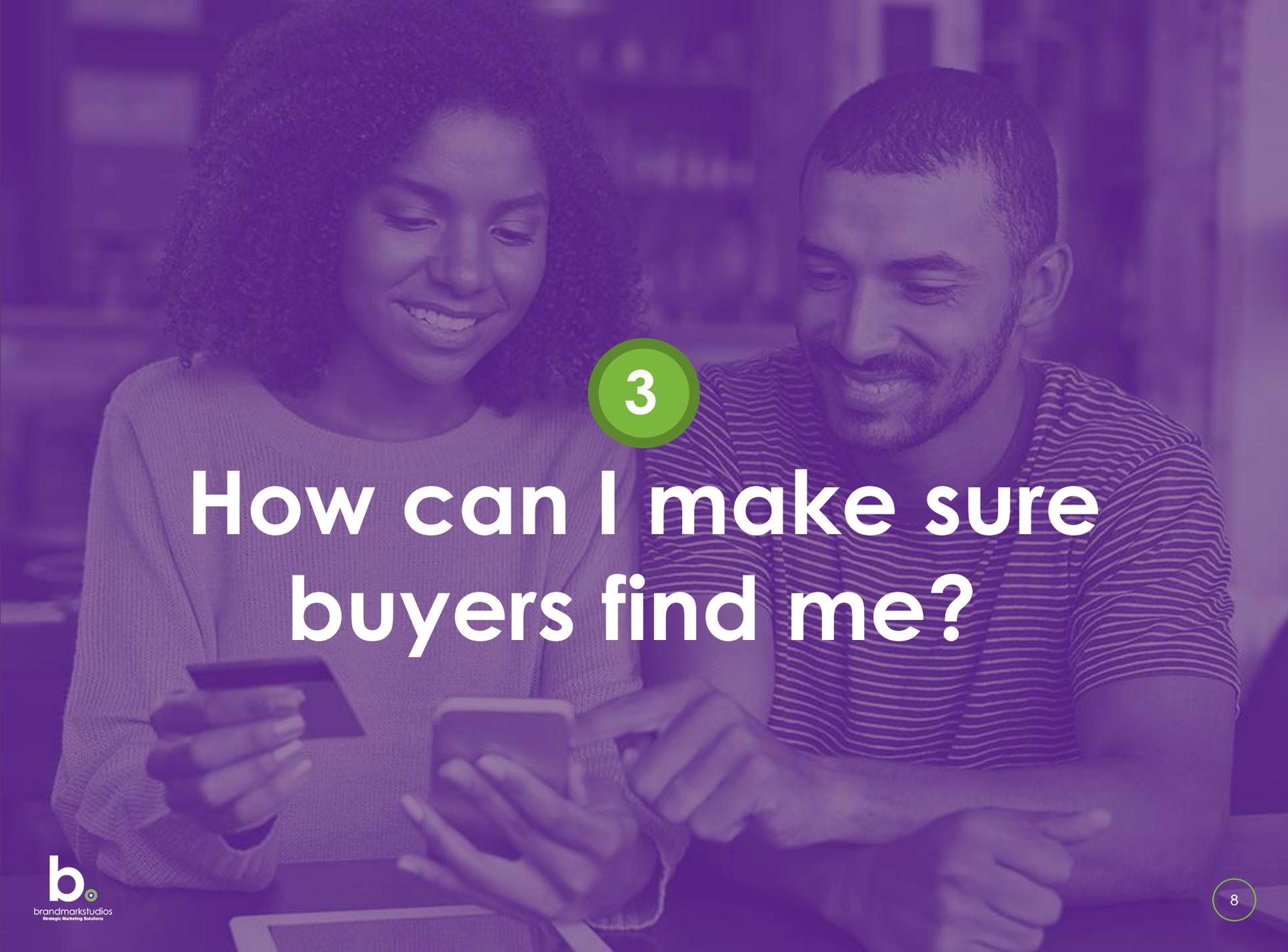
Once prospects come to your business (physical or virtual) the question is: **Does your brand resonate?**

*Salesforce, 2019 Global Customer Experience Study



Ask yourself:

1. What does my business truly represent?
2. What are my customers' common challenges and needs and does my product or service clearly respond to them?
3. How does my brand make people feel?
4. What works and doesn't work in this marketplace? What position do my competitors take?
5. What do I want to communicate? Why should my market pay attention to me?



3

**How can I make sure
buyers find me?**

3. How can I make sure buyers find me?

Today's buyers are more empowered than ever before. They can do research across websites, social channels, ranking sites, and industry reviews.

Once you've done a deep dive of your target audience's behavior, you'll **better understand what influences their purchasing decisions.**

Use that information to inform your advertising strategy (messaging, creative, channel, medium).



Ask yourself:

1. Do you know where people start their search for your services? Depending on the industry, there are a wide number of options.
2. Is your social profile driving traffic to your business? People trust brands their friends like and share.
3. How are your Google search rankings? Search is the top source for most leads.
4. Are you taking advantage of referrals from key ranking sites (e.g., Google My Business)? 93% of consumers say online reviews impact their purchasing decisions (Podium).



A hand holding a credit card over a laptop keyboard. The background is a solid purple color with a faint image of a hand holding a credit card over a laptop keyboard.

4

**Is my website
converting buyers?**

4. Is my website converting buyers?

Your website is the single most important marketing tool for your business. It serves as a virtual equivalent of a physical business – for the 3 billion internet users.

30% of small businesses with a web presence generate more than 25% of their revenue online.*

80% of buyers impressions are based on the design-related elements of your site, which is also what underlies a person's judgment on how credible you are as a business. Yet 23% of small business websites get updated less than once a year.*

Effective websites deliver the brand experience and drive sales.

* Top Digital Agency, 2019 Small Business Statistics



Ask yourself:

1. Is my website supporting my business goals?
2. Are people getting the information they need easily?
3. What experience does my website deliver?
4. Are customers buying on the first visit? If not, when do they complete a purchase?





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**What do I do if
they're not buying?**

5. What do I do if they're not buying?

Personalize follow-up with prospective buyers.

Marketers who follow-up with web leads within 5 minutes are 9 times more likely to convert them.*

With digital marketing, you can use personalized messages and images so your marketing connects with the individual, and it feels like you're speaking to them personally. Best yet, you can use digital behavior to improve your personalized offers.

* InsideSales.com



What type of follow-up and personalization converts your buyers?

Different buyer groups convert via:

- Social media
- Advertising
- Retargeting
- Email
- Text messaging



Navigating all that needs to be done to meet customer expectations might feel overwhelming.

Brandmark Studios has the expertise to address your 5 Marketing Must-Haves:

- 1 Target your prospects' needs**
Identify your customers' material and emotional drivers and respond clearly with relevant products or services.
- 2 Ensure your brand resonates**
Create a brand that is visually and conceptually memorable and that, in use, is on point every time.
- 3 Reach targets across channels**
Build a cohesive communications plan that capitalizes on the strategic and harmonious use of media tools.
- 4 Modernize your website**
Be conscious of how each user experiences your website. Great aesthetics and functionality go a long way to safeguarding the brand and driving conversion.
- 5 Increase leads to drive growth**
Launch a lead generation program to attract quality leads and improve conversion.

Think we could be of help?

Schedule a complimentary consultation today!



Brandmark Studios helps clients break through the crowded media landscape, building strong brands and communications to grow visibility, outpace the competition and drive revenue.

Thank you!

We look forward to further exploring how Brandmark Studios can be your strategic marketing partner and help you adapt and grow in this new environment.

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