



MARKETING STRATEGY FOR 2023

If you are downloading this, you know that customer expectations are causing a much-needed shift in marketing strategies. Marketing can no longer be a siloed department focused on the glossy and glittery.

Our “Top 7 List” will set you on the path towards creating a brand experience strategy that will generate customers that double as fans who rave about your product and process and employees who long to be brand evangelists for your company to further stimulate traffic, sales, and revenue growth.

BX ESSENTIALS | *Top 7 List*

1. VISIONARY PLAN

- Leveraging your brand values and customer persona, meet with senior leaders to set goals to map your near and long-term vision.
- Ensure all leaders align departmental goals with company goals.
- Monitor industry trends and internal buyer data for opportunities for improvement.
- Consult with industry groups and specialized experts.

2. BRAND IDENTITY

- Establish (and verify) your mission statement, values, and brand promise.
- Demonstrate your mission and values in everything you do.
- Develop branding guidelines to ensure a consistent look and feel.
- Regularly audit your design and messaging across all mediums.

3. INTERNAL CULTURE

- Cultivate a culture that places a high priority on the customer and the team member.
- Ensure culture is consistent from the top down.
- Communicate your values clearly through your onboarding process, employer value proposition, and throughout all communications.
- Empower your team with education, practical tools, efficient processes, and a level of trust.

4. ORGANIZATIONAL ALIGNMENT

- Communicate your near and long-term vision and goals across the organization.
- Create a hub for organizational and departmental updates.
- Encourage transparency in goals and results across the company.
- Share marketing and advertising messaging with all team members.
- Maintain an understanding that customer satisfaction is the responsibility of every team member every day.

5. CUSTOMER-FIRST

- Define your core customers and evaluate accuracy regularly.
- Align your product offerings and process with the needs of your core customers.

- Create consistent, timely, and relevant messaging throughout the process.
- Develop educational content and events.

6. INTENTIONAL INNOVATION

- Collect and evaluate feedback from customers, team members, and industry resources to regularly refine your strategy tools and messaging.
- Perform consistent journey mapping to identify and solve the high and low points in the customer experience.
- Review processes to pinpoint operational efficiencies.
- Create a Product Development team to review trends and make modification recommendations.

7. DELIVER QUALITY

- Deliver quality and value every time.
- When things go wrong, act quickly, communicate often, and do the right thing.
- Actively engage with customer reviews and feedback.
- Follow up with customers after the sale.

CONGRATULATIONS!

Simply by downloading this checklist, chances are you are leaps and bounds ahead of your competition. Please contact the team at DO&Be for a complimentary initial evaluation or any questions you may have.