

Our Marketing Strategy  
for a better  
**sustainable business**

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## Importance of a marketing strategy

Marketing is essential to any business that wants to succeed in the market. It helps you reach and connect with your target audience and ultimately is how you will grow your business in the long run. Marketing is important because, without it, your business simply will not gain any reach and won't be seen. In saying this, marketing without any direction will not produce the results you want.

### **That's where a marketing strategy comes into play.**

Having a marketing strategy is so useful that you can think of it as having a cheat sheet for success. It will guide you in just about every business decision that you make.



## But what exactly does a marketing strategy entail?

A marketing strategy refers to a business's overall plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Your marketing strategy will highlight the direction your company plans to take to achieve your objectives and goals.

What are you waiting for? Let's get your sustainable business to the top of the market! Below we have included the steps to follow to start your marketing strategy.



## Summary

Here is a great place to communicate where your sustainable business is and where you want to go.

### **Here you want to include:**

- Where the company is currently
- The pain points it is experiencing
- Goals you wish to achieve
- Why you are needing a marketing strategy
- The main end goal



## 1. Swot analysis

SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. Identifying these factors will assist in developing a successful marketing strategy.

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**



## 2. Objectives

Without any defined goals and objectives, your sustainable company will struggle to achieve its desired marketing outcomes. These objectives should be outlined using the SMART strategy; Sensible, measurable, achievable, realistic and time-specific.

**Objective 1:**

**Objective 2:**

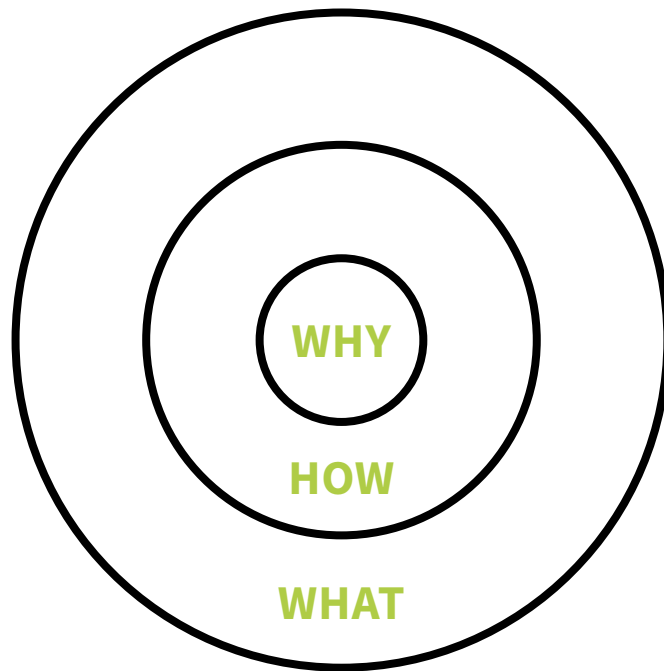
**Objective 3:**

It is also important to include how you will measure each objectives progress.



### 3. The Golden Circle

If a company wants to be successful within the saturated sustainability market, it should focus on the core question, **WHY**. By creating a clear understanding why, how and what your company does, it will allow you to maximise your marketing strategy as a sustainability market leader.



#### **WHAT**

What sustainable goods or services does your company offer?

#### **HOW**

Explain what your company does and how it is sustainable. You could also include what sets you apart from your competitors? One of these could be your commitment to sustainability

#### **WHY**

This is the most important question, why does your company do what it does, what does it believe in?

## 4. Messages

Having a message strategy is key to successfully marketing your business. These messages include verbal, non-verbal and technical. A well-designed messaging strategy gives current and potential customers a true understanding of your business' sustainable products and services. It conveys the value that your company has to offer by demonstrating how your company can solve a specific problem in the best sustainable way possible. Perhaps most importantly of all, it forms the backbone of your overall marketing strategy.





## 4. Messages

### Brand Messages

#### **Our Purpose**

Include your company's purpose

#### **Our Belief**

A short description of your company's beliefs

#### **Our Vision**

Briefly describe the vision for your company

#### **Strapline**

What is your current strapline?



## 4. Messages

### Key Differentiators

What are your company's key sustainable differentiators? What sets you apart from your competitors? This is based on what customers value, such as functionality, brand, pricing, or customer service.

**These are your unique selling points. It is helpful to have 3-5 key differentiators.**

We find that the current "core values" cover a wide range of key differentiator but we believe it's important to split key differentiators into clear actions and bullets. Marketing messaging should subsequently live off these Unique selling points.



## 5. Audience

### **Without an audience, there is no brand.**

Your target audience is a group of people who are defined by demographics and behaviours such as age, gender, where they live, what they do for a job, interests, relationships and so on - and it's really important for the success and future of your sustainable business to ensure you know your target audience inside out.



## 5. Audience

### **What clients are you targeting and where?**

**Markets:**

What regions are you looking to target?

**Sectors:**

Which sectors are you targeting?

**Current clients:**

What do your current clients look like?

**Prospective clients:**

What do you want your prospective clients to look like?

## 5. Audience

As discussed, understanding your target audience drives the success of your business. Creating profiles of typical individuals based on the audience type created above will ensure that you are providing the right type of content for the right people.

### **Narrative -**

Who is this person within the business, what do they do.

### **Character -**

The main characteristics of people within this role

### **Motivation and Goals -**

What motivates this group of people and what are their goals within a company?

### **Content Preferences -**

The type of content they prefer to engage with

### **Social Media -**

What social media platform is best to reach these personas?

## 6. Competitors

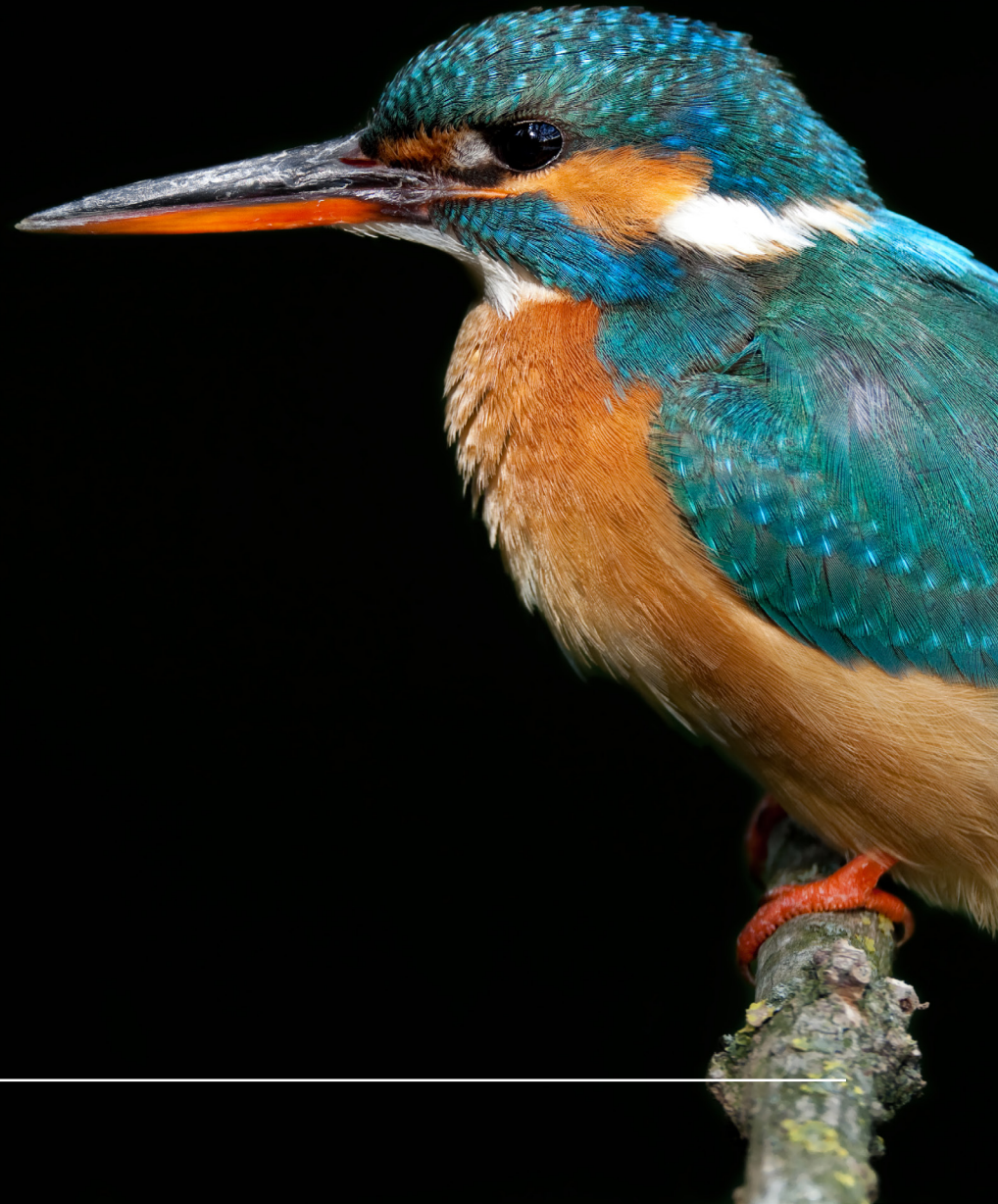
Identifying who your competitors are within the sustainability market and knowing what they are doing to keep their business on the right track is crucial for your business. It is equally important to know what digital strategies they are using and keeping track of their social media engagement. Creating a summarization of high, mid and low-profile competitors is crucial in understanding where you fit in or where there is a gap in the market.

### **Competitor x www.**

**Characteristics:** A brief description of who they are, what they do and any USP's

**Digital Strategy:** The different strategies that they may use in their marketing (Blogs, webinars, videos etc)

**Social media platforms:** Name each social platform they utilize, the number of followers, the frequency of posting (high, medium, low), what their engagement looks like and the type of content they post.



## 7. Recommendations

**After analysing the content above, it is time to plan out your strategy. These are recommendations on how to achieve the company goals. It is useful to include here the aims of the recommendations i.e. Gain new leads from the hospitality sector.**

These recommendations could be things like a new website, blogs, email marketing, white papers, podcasts, videos and social media to name a few. It is important to explain why you think each strategy is needed and how it could benefit the company.



## 7. Recommendations

### **KPI's**

Once the strategies have been put into place, understanding how you will measure the success of each is vital to understanding the success of marketing as a whole.

**These could be measured by:**

- **Social media engagement**
- **Website engagement via Analytics**
- **Enquiries**
- **Marketing qualified leads**
- **Database/CRM engagement**
- **Webinar/event touchpoints**
- **Meetings**



## 7. Recommendations

### **Budgeting**

The budget is important to set in marketing so that there is a clear and well-defined strategy. So how much should you spend on marketing?

Most small and medium-sized businesses spend around 7-8% of their revenue on marketing whereas larger firms generally spend over 10-12%. When starting, we recommend using the 5% rule where you should aim at spending about 5% of your sales revenue on marketing. This 5% rule has been based on years of previous marketing experience and feedback from successful companies

Layout each marketing strategy and include each element that will fall under this and how much each will cost. It is useful to do this as a monthly cost rather than an annual cost.

### **Social media/PR & Blog**

- Build social media following via LinkedIn
- Brand building and awareness with existing customers and pipeline
- Content creation of weekly articles and posts
- Website management
- Monitoring and reporting

**Budget £24,000-£35,000**

## 8. Monitoring and Reporting

Monitoring your marketing strategy ensures you're targeting the right people who are interested in sustainability, in the right place, at the right time, keep track of your budget and see how you're performing. By keeping track of these you will be able to make judgements about how you're going to tackle the next stage in your plan and make any adjustments if needed.

### **Keep records of your marketing activities, tracking the following aspects of your initiatives:**

- Media used
- Timing of the promotion
- Cost
- Reach (the number of persons exposed to the promotion)
- Responses generated
- Sales generated
- Return on sales (the sales generated minus the cost)

**Using Google Analytics is your best friend throughout the marketing strategy so keep it open!**



# Need help defining and setting out your market strategy?

Planet Marketing is an ethical marketing agency with a desire and dedication to drive brands that are offering innovative environmental solutions amidst our climate crisis. We have a proven track record of developing, planning, and implementing marketing strategies. We help you make the changes you need to become a better business.

**Contact us to ensure each step in your sustainable business model is met.**



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