

6 MARKETING STRATEGY GUIDELINES

To help your organization build a better marketing plan





1

Know Who's at the Table

Include team members from across the organization in the initial brainstorm session.

2

Delegate Effectively

Enlisting the help of a junior marketer or intern to complete competitor and benchmark research can help you use your time more effectively.





3



Decipher Facts vs. Opinions

Opinion based strategy is as flimsy as a house of cards. Try to challenge commonly held beliefs and ask clarifying questions to get to know the facts.



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4

Find the Patterns

Seeing patterns across data will help you recognize your company's strengths & weaknesses, competition gaps and ultimately the areas of opportunity.

5



Leverage the Power of One

Gather varied perspectives in the brainstorming phase but have only one or two people efficiently tweak and pull everything together.



6 Strategy is Nothing Without Implementation

Don't take months to complete your marketing strategy or let it sit on a shelf. Set a realistic date for implementation and stick to it.

REVIEW. REFINE. REPEAT.



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Ready for a different kind of partnership?



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