

9 non-negotiable marketing essentials

ebook



one place where
we rock the marketing hats



[business
DEPOT]



key marketing must-haves

Too often, businesses chase the latest shiny tactic or trend in marketing, overlooking the core elements that truly drive results.

In today's competitive landscape, it's essential to first focus on the marketing fundamentals that consistently deliver success.

That's why we've outlined the marketing must-haves that no business can afford to ignore.

let's get started

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have a plan, a marketing plan

a simple one pager beats a lengthy thesis

The very first thing you should be doing before posting on social media, publishing content or setting up paid ads is formulating your marketing plan. This is a roadmap to achieving your business goals and helping you reach your vision.

A marketing plan does not require pages of endless waffle.

Make sure you include:

- your target market
- your brand's positioning statement
- your competitive advantage
- an outline of products and/or services and pricing
- objectives and goals [super important], and
- the marketing channels you'll use and frequency.

Keep revisiting it over time to ensure you are on track.



For more, check out our blog on the 4 commonly overlooked elements of a marketing strategy [here](#).

top 9 marketing must-haves

1. have a plan



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**marketing with no strategy
is like sailing into open seas with
no navigation or plan to get you
through tough conditions**

create a brand guide, consistency is key

a consistent brand creates recall

A brand guide is one of the most valuable assets in your marketing toolkit. It takes all the elements of your brand identity and translates it into one simple document, laying the ground rules that guides future design and production of your marketing activities and supporting assets.

A business with no brand guide always runs into inconsistencies with their branding, so don't skip this step.

A good brand style guide will help achieve a consistent look and feel across all touchpoints and be a roadmap to achieving your business' goals and help reach your vision. It should include:

- logo usage
- fonts and colour palette breakdowns
- language and tone of voice
- image style, and
- other specific branding elements like iconography.

If you're not sure where to start, get in touch with us and our graphic design team can help.



Check out the top 5 things you need to include in your brand guide [here](#).

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2.

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**your branding goes beyond your
logo, tagline and colour palette,
your brand is everything you do**

tailor your website to your audience

make a good first impression

Your website is the centre-piece of your digital marketing. And if you've implemented a systemised approach, all your traffic will lead back to your website.

The saying goes 'never judge a book by its cover', but your website is often your one chance to make a good impression on your visitors.

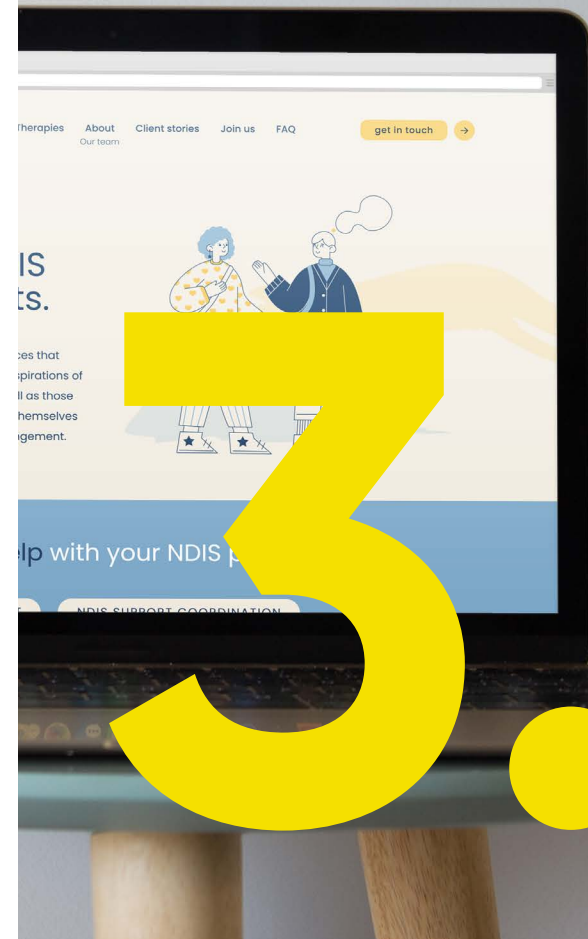
Your website needs to showcase the best of your brand, engage with your audience as well as help convert, so be willing to invest in a well designed site with seamless functionality as a minimum. Don't forget your website needs to be SEO-friendly too.



Read more about the 4 most essential pages of your website [here](#).

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3. tailor to your audience



AI: your new marketing sidekick

incorporating AI is a game-changer

AI enhances efficiency, helps personalise customer experiences and enables data-driven decisions, giving your campaigns a competitive edge.

One of AI's biggest advantages in marketing is its ability to streamline content creation. With an AI-powered content writer, you can whip up catchy social posts, email copy, and blog ideas in no time. But remember, AI is just a tool to help you out, it's there to support your creativity, not replace it! The real magic happens when you blend AI's power with real life 'human creativity' to create personalised, efficient, and impactful marketing.

reviews are everything

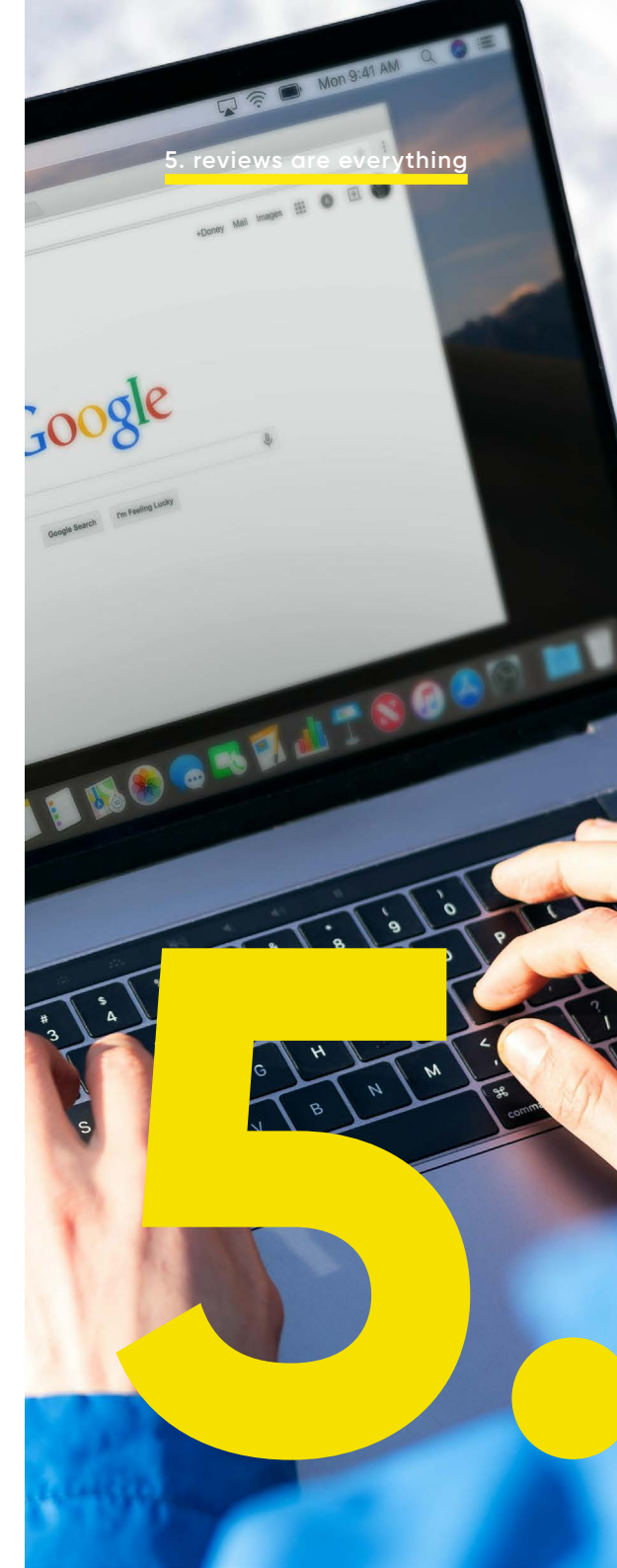
leverage reviews to help increase conversions

Have you noticed when you search for a business on Google, their information is displayed on the right side of the search results?

If you haven't already, make sure you set up a Google My Business listing with all of your relevant business details and imagery.

An active Google Business profile will improve your chances of appearing in Google search results, so make sure all your details are current and encourage people to leave a review to show your business is credible and highly recommended by others.

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**a google business listing is a
quick and easy way to improve
your chances of being found in
search results**

manage business relationships with a crm

personalise the experience for your audience

Surprisingly, even well established businesses tell us they don't have a CRM to help manage their business relationships and personalise the experience for their contacts. A good CRM helps keep contact details up-to-date, tracks every interaction your people have within the business, tracks leads and converts those to sales opportunities. Essentially, it helps a business to grow.

There are a handful of good, affordable CRM platforms out there and some are even free.

6. manage with crm

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use email marketing to reach and engage with **your audience**

email marketing is still king

Email marketing has been around for decades but it continues to be one of the most effective and reliable channels, delivering high return on investment.

To ensure your emails [or 'EDM's' or 'newsletters' as some people call them], are consistent and engaging, you'll need an email marketing platform.



For more, read our blog on 5 reasons why email marketing is still king [here](#).

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choose your social media platforms carefully

connect with your audience

As Steve Jobs once said "Do not try to do everything. Do one thing well." So if your audience is hanging out on more than one social media platform, you need to be where their attention is, but first try focusing on doing one platform well.

Make sure your brand pages and profiles are complete with images, descriptions, operating hours, website URL, services and industry details etc. then start posting content. Consistency is key - but have a clear goal in mind and a strategy that helps you engage with your audience.

Remember, these days on most platforms you have to 'pay to play' so you might also want to consider a paid social media campaign to get the most ROI.



keep track of your content production

keep everything consistent

If your market research and marketing plan identifies that you require content marketing as a key strategy, then you need a content calendar to keep track of your content production.

Set yourself up with a calendar that details content topics, possible titles, audience, distribution methods and publish dates. Revisit this content calendar on a regular basis to ensure you are on track with your content production and delivery.

A simple spreadsheet works well or you can use a project management tool to really drill down into the detail.

9. content production

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**revisit your content calendar on
a regular basis to ensure you
are on track with your content
production delivery**

not sure where to start?

let us wear the marketing hats



If you're feeling a bit overwhelmed, hand your marketing hat over to us so you can concentrate on what you do best - running your business.

We help businesses get more from their marketing dollars and inspire growth through marketing that can be measured.

marketing consultation

implementation

ongoing support

Let's chat over coffee and kickstart your marketing!

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