



**CONNECT YOUR
MARKETING EFFORTS**

TO YOUR COMPANY GOALS



Make sure to keep your goals SMART.
These types of goals are easier to accomplish and easy to see in action.

SMART

Specific

Measurable

Attainable

Relevant

Time-Bound

STEP 1

Revisit Your Company Goals

What makes you unique? Are your current marketing efforts in alignment with what you preach? If not, then one of these things needs to be adjusted. It's often your marketing strategy. Begin brainstorming ways you can market your unique perspectives and beliefs to your audience.

STEP 2

Analyze Your Marketing

How are you spending your marketing budget? What messages are you sending to consumers and how is it affecting the perception of your company? How can you craft better messages that align with what your personas want to hear?

STEP 3

Research

Identify the personas that you wish to speak with. Who are they? CEOs, manufacturers, and consumers are just a few examples. What makes your target tick, and how can you solve the problems they face on a daily basis? Even more important, how can your company's ideals speak to them?

STEP 4

Action

Start changing your messages. Landing Pages, Blogs, and Social Media may all need changes to adhere to your new strategy. This will require you to look at a lot of copy. Be as thorough as possible. Every page on your website or set of paid ads should be looked at. Everything needs to be viewed under this new lens.

STEP 5

Evaluate

Is your strategy working? Check any measurable data you have. If you don't have data then make sure to sign up for services that can track website traffic and other analytical info. Data is one of the biggest keys to success. If you have nothing to measure, how can you know if your strategy is working?