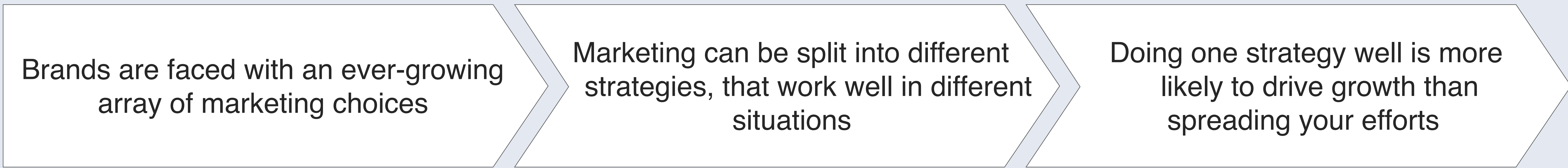


The 6 fundamental marketing strategies

December 2020

Questions? Comments?
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| | | Works best for | Critical success factors | More info |
|------------------------|--|---|--|--|
| 1. Brand Advertising | Build a brand in the minds of many consumers | <ul style="list-style-type: none"> Repeated purchases Offline audiences Products in mass distribution (e.g. supermarkets) Non-lifestyle categories | <ul style="list-style-type: none"> Reach & frequency Advertising quality (branded impact) | <ul style="list-style-type: none"> How Brands Grow The CEO Factory 1-page guide to Brand Advertising on YouTube |
| 2. Social & Influencer | Engage others in your marketing; benefit from the reach & credibility they bring | <ul style="list-style-type: none"> Lifestyle categories (related to self image) Socially-active audiences Categories with "category practitioners" (e.g. bartenders) | <ul style="list-style-type: none"> Successful brands "bring something to the table" enabling them to co-create with influencers Brands which treat this like advertising may find it expensive and ineffective | <ul style="list-style-type: none"> 1-page guide to Social & influencer marketing |
| 3. Content / Inbound | Attract prospects to your owned content, and convert them to customers | <ul style="list-style-type: none"> Categories where customers actively research Highly priced products & services, which support a sales funnel | <ul style="list-style-type: none"> Ability to produce a consistent stream of relevant content Management of inbound leads through funnel | <ul style="list-style-type: none"> Hubspot (for high priced services) or Zoho or EngageBay (lower cost) 1-page guide to SEO strategy for marketing |
| 4. Affiliate | Pay content owners for leads that convert to purchase | <ul style="list-style-type: none"> Categories where customers need help from experts to navigate it Brands whose sales process is standardised and automated | <ul style="list-style-type: none"> Attractiveness & marketing of affiliate offer Management of affiliate links & commissions | <ul style="list-style-type: none"> Set up your own affiliate program with a tool like Tapiliate, Ontraport or ReferralCandy, or one of the Shopify affiliate apps |
| 5. Conversion driven | Targeted ads; Paid Search | <ul style="list-style-type: none"> Consumers who don't already have a consideration set of brands Categories where offerings are well defined (e.g. florists) | <ul style="list-style-type: none"> Ability to achieve positive ROI Test & learn | <ul style="list-style-type: none"> 1-page guide to How to set up marketing analytics |
| 6. Word of mouth | Do a good job; let the marketing take care of itself | <ul style="list-style-type: none"> Services targeted at a local area or defined community Where global solutions are not applicable | <ul style="list-style-type: none"> Quality of service Barriers to entry (in markets where other marketing models work well, they may overwhelm word of mouth brands) | <ul style="list-style-type: none"> Managing The Professional Service Firm The 7 Habits of Highly Effective People |

Marketing can start with a business model

| Marketplace | Franchise | Growth loop | Multi-level marketing |
|--|---|---|--|
| Create a place where other people can buy and sell | Attract franchisees by giving them everything they need to make money | A software growth strategy. Is your Grandma on LinkedIn? How did that happen? | Representatives recruit more representatives |
| | | | |

Marketing fundamentals generally apply to all brands

| Brand positioning | Product | Price | Velocity | Retailer incentives |
|--|--|--|--|--|
| Positioning is timeless, and distinctiveness is more important than ever | For product to drive growth it needs to be dramatically better than alternatives | All brands need to make pricing decisions. This can form part of the positioning | Winning brands iterate and learn faster | Brands that have retailers must think about retailer profitability |
| <i>Ollie makes "human grade" dog food in "open kitchens"</i> | <i>Olaplex built a \$1bn brand with a differentiated product</i> | <i>"Stop paying for shave-tech you don't need"</i> | <i>ColourPop release new products every week</i> | <i>TIGI Copyright helps hairdressers sell more</i> |