

17 Critical Questions to Improve Your Marketing Strategy

GoSkills online course syllabus

Skill level

Beginner

Lessons

19

Pre-requisites

No prior experience needed

Video duration

1h 3m

Estimated study time

1h 3m

Instructor

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Introduction

1 Create a powerful marketing strategy

It's hard to make your business successful without a smart and solid marketing plan, but it can be challenging to know how to even begin building or fixing your marketing plan.

Evaluate Market Alignment

2 Are you addressing pain points?

It is extremely important that your marketing is effectively addressing a pain point for your target audience.

3 Who is your ideal customer?

Knowing who your ideal customer is and why they buy is the key to effective and efficient marketing.

4 Is your marketing structure right?

Having the right marketing structure in place is the difference between ineffective and effective marketing results.

5 Have you defined your brand?

Before you implement or update your marketing plan, you need to know your brand.

6 Are you adapting to trends and changes?

Trends and industry changes move quickly.

Assess Effectiveness Across Channels

7 What channels should you prioritize?

With a limited budget, you must be extremely judicious with where and when you market your product or service.

8 Can you improve brand awareness?

If your marketing efforts are not producing the leads or revenue you've been hoping for, there could be a problem at the top of your funnel.

9 Can you leverage influencers and product users?

In many cases, a successful marketing plan leverages either influencers or user-generated content to keep the brand top of mind.

10 Are you effectively using social media?

Being present on social media is a necessity, but knowing the right frequency, platform, and message to your target audience is gold.

11 Can you personalize marketing efforts?

If you're sending the wrong message to the wrong target audience, that could lead to wasted spendings and poor results.

Improve the Customer Experience

12 Can you enhance customer experience?

Customers are the lifeblood of every business.

13 Can you optimize customer journey?

A great customer experience is all about optimizing each step in the process to excite and delight customers.

14 Can you test and refine your strategy?

Not all pieces of a marketing strategy produce great results.

15 Can you increase customer loyalty?

If you're losing customers at a rapid pace or not providing your customers the experience they thought they should receive, it's important to start with a customer marketing strategy.

Analyze Your Metrics

16 What metrics should you be measuring?

There are many metrics and KPIs that you can track and measure to uncover if your marketing strategy is performing as you would like.

17 Can you increase marketing success?

It's crucial to pinpoint where your marketing strategy is succeeding and where it needs some work.

18

Can you build an effective budget?

As a marketer, it's up to you to know where your budget should be allocated to acquire or retain customers.

Conclusion

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Unlock marketing success

Thank you for watching this course!

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