



# MARKETING STRATEGY TOOLKIT

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**EMPOWERING  
THE MOST  
AMBITIOUS  
MARKETERS  
TO THRIVE**

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# EVERYTHING YOU NEED TO KNOW TO BUILD A MARKETING STRATEGY FROM SCRATCH

A solid strategy really is the foundation for effective marketing, but building a strategy from scratch can be a daunting task when you don't know where to start.

In this toolkit, we'll guide you through every element needed to build a winning strategy from the ground up.

Exceptional marketing rarely happens by chance, usually it's down to a combination of a well thought out strategy and a marketer who's driven to succeed. If that's you, keep reading. From initial research to reporting on impact, this tried and tested approach is based on decades of experience in the industry. Following this process will allow you to build a strategy that delivers results time after time, giving you the evidence you need to demonstrate your impact and thrive in your career.

# DATA AND INSIGHT: OBJECTIVE SETTING AND BENCHMARKING

The very first step of any marketing strategy is to get some concrete goals agreed in terms of business objectives and marketing and communications goals. Having these defined from the outset will give you a much broader sense of what your organisation is striving to achieve and the autonomy to use this knowledge to help it succeed.

Once you've agreed your objectives, be sure to benchmark your current position alongside each goal – this will help you when evidencing your impact and reviewing the success of your strategy in retrospect.

## BUSINESS OBJECTIVES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## BENCHMARK

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## MARKETING & COMMUNICATIONS GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## BENCHMARK

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Remember

Make sure your objectives are SMART. Check out our webinar on objective setting for a step by step guide at [fabric-academy.com/marketing-toolkit](https://fabric-academy.com/marketing-toolkit)

Section status:

To do

In progress

Complete

# DATA AND INSIGHT: COMPETITOR ANALYSIS AND MARKET MAPPING

No matter what size or stage of business your organisation is in, competitor analysis is a key way to give strategic focus, keep up-to-date with new trends and gain valuable insights of your market that can significantly improve your own strategy.

Competitor analysis is the process of identifying competitors and evaluating their marketing strategy, products and services to determine strengths and weaknesses. It's a great way to see what and who is out there and learn all you can about the people you're up against.

**COMPETITOR 1:** \_\_\_\_\_

**COMPETITOR 2:** \_\_\_\_\_

**COMPETITOR 3:** \_\_\_\_\_

|  |  |
|--|--|
| <p><b>Strengths</b><br/>Strengths are characteristics that give the organisation an advantage over others.</p>                   | <p><b>Weaknesses</b><br/>Weaknesses are characteristics that place an organisation at a disadvantage relative to others.</p> |
| <p><b>Opportunities</b><br/>Consider your competitor weaknesses and how they can be transformed into an opportunity for you.</p> | <p><b>Threats</b><br/>Consider how your competitor strengths could be a threat to your organisation.</p>                     |

Section status:     To do     In progress     Complete

# DATA AND INSIGHT: BUILDING PERSONAS AND SEGMENTATION

In a world where customers are more in control than ever, it's never been more important to provide answers to the questions they're asking and solutions to the problems they face. This is where personas come in. Based on insights, statistics and demographics, personas are a 3-dimensional view of your ideal customers. If you understand your customers as people, taking into account their emotional and behavioural wants and needs, you'll be able to market to them on a completely different level.

**PERSONA 1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PERSONA 2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PERSONA 3:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Learn more

Check out our persona mini course at [fabric-academy.com/persona-course](https://fabric-academy.com/persona-course)

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# COMMUNICATING YOUR STRATEGY: DEFINING YOUR VALUE PROPOSITION

Your value proposition is made up of your purpose, values, brand narrative and key messages and dictates how you are positioned to the outside world. Your strategy should clearly outline your tone of voice and should include a brand narrative that speaks directly to your personas as well as a series of key messages that respond directly to your personas' aims and pains. In order for your value proposition to be authentic, you can't develop it alone, so you should work collaboratively with your wider team to get it defined.

**PURPOSE:** \_\_\_\_\_

\_\_\_\_\_

**VALUES:** \_\_\_\_\_

\_\_\_\_\_

## KEY MESSAGES

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Learn more

Check out our full guide to running a purpose and values workshop at [fabric-academy.com/values-workshop](https://fabric-academy.com/values-workshop)

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To do

In progress

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# COMMUNICATING YOUR STRATEGY: CONTENT AND CHANNEL STRATEGY

Content is so important when it comes to showing your customers why your brand is right for them. In fact, it's the core element of any inbound marketing strategy. Valuable content is how you'll attract and nurture your target audience through the customer journey to make a purchase and become advocates for your brand. Your next stage of strategy development should include building out a customer journey for each of your personas, a channel strategy that identifies where they are active and a content strategy that directly responds to the issues they face.

| Persona | Content theme | Channel |
|---------|---------------|---------|
|         |               |         |
|         |               |         |
|         |               |         |
|         |               |         |
|         |               |         |
|         |               |         |
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|         |               |         |

Learn more

Check out our article on getting to grips with content marketing at [fabric-academy.com/digital-content-strategy](https://fabric-academy.com/digital-content-strategy)

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To do

In progress

Complete

# COMMUNICATING YOUR STRATEGY: BUDGET PLANNING

In marketing, you have to spend money to make money – it's a fact. Once you know who you're trying to reach and how you need to reach them, it's time to think about how you can maximise your budget to get the best return on investment. The critical part of effective budget planning is knowing your objectives and your audience, and at this stage of your strategy development, you should know both inside out. Prioritising your budgets in line with your objectives will show your senior management team that you're focused on making the best use of available resources and delivering maximum impact.

## ONE OFF COSTS

| Asset | Cost |
|-------|------|
|       |      |
|       |      |
|       |      |

## ONGOING COSTS

| Asset | Cost |
|-------|------|
|       |      |
|       |      |
|       |      |

Section status:

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# DELIVERY AND MEASUREMENT: OPERATIONS PLANNING AND DELIVERY

An operations plan is the roadmap to how you'll deliver each part of your strategy and lays out the who, what, when and how you'll deliver your tactics. It is a brilliant tool to plan both internal & external resource as well as give everyone involved full visibility on your planned tactics, and to keep them accountable. By building out a long-term view of deliverables in your operations plan, you'll be able to plot reactive activity without moving away from those all-important long-term goals.

| Asset | Responsibility | Deadline | Budget | Status |
|-------|----------------|----------|--------|--------|
|       |                |          |        |        |
|       |                |          |        |        |
|       |                |          |        |        |
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|       |                |          |        |        |

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# DELIVERY AND MEASUREMENT: CREATING A MEASUREMENT FRAMEWORK

This stage of the process is all about translating your business and marketing objectives into metrics that you can keep track of. Linking marketing efforts to business impact can be difficult, especially when there are no immediate revenue goals to focus on, but it is critical when it comes to showcasing your value. The key here is to build a measurement framework around your business objectives to ensure all of your tactics are contributing towards meeting your organisation's wider goals.

|   |  |  |
|---|--|--|
| Business goal:                          |  |  |
| Marketing and communications objectives |  |  |
| KPIs                                    |  |  |
| Measureables                            |  |  |

Learn more

Check out our measurement toolkit at [fabric-academy.com/measurement-toolkit](https://fabric-academy.com/measurement-toolkit)

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# DELIVERY AND MEASUREMENT: EFFECTIVE REPORTING

As you successfully implement your strategy, you need make sure you're capturing all of your results in a concise report. This may be something you present to your board or senior management team monthly, or it could be something you take along to a job interview to show off your capabilities. Whichever purpose this serves, it's so important to ensure your marketing efforts remain focused and working towards the wider business goals.

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# AMBITION HAS NO LIMITS



Our programme guides you through each of these steps in detail.

To find out if it's right for you, download the brochure.

Scan the QR code or visit [fabric-academy.com/download-brochure](https://fabric-academy.com/download-brochure) to download our brochure



# BECOME THE MARKETER YOU WANT TO BE IN JUST 12 WEEKS

Our cohorts run four times  
per year and kick off in  
January, April, June and September.

To find out how we can support you in  
your role, speak to one of the team by  
emailing [hello@fabric-academy.com](mailto:hello@fabric-academy.com)

Or visit our website and enrol today at  
[fabric-academy.com/enrol](https://fabric-academy.com/enrol)

# WHAT OUR COMMUNITY SAY ABOUT US

“My experience with Fabric was invaluable. The amount of relevant and interesting content that was distilled into easily digestible chunks made for really fun learning and I would recommend this programme to anyone wanting to increase their knowledge and skills.”

Hannah, Content Manager, West Barn Co

“If you’re looking to develop yourself professionally outside of work, challenge yourself more and experience a more hands-on approach to developing your own knowledge and learning, this is the course for you.”

Kim, Marketing Manager, Kia Motors

# 85%

of learners would recommend our course

Data collected as part of an NPS survey

# 100%

of learners absolutely loved the Fabric programme

Data collected as part of a CSAT survey

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