

A marketing blueprint provides structure

Analysis to strategy, audiences and opportunities defined

The marketing blueprint defines the strategy to move forward, and addresses and identifies the elements that have the most impact on marketing, branding and communication planning. It brings clarity, organization, accuracy, and insight to the development process and provides a blueprint so organizations can make the best decisions possible when beginning a new marketing or branding initiative.

The final written plan summarizes essential components and provides the foundation for positioning, messaging, budgeting and a successful program. Stakeholders will have a guide for moving forward.

The marketing blueprint can be used to frame a Request for Proposal (RFP), build an internal team, and provide a guide for management as a new campaign, initiative or rebrand is defined.

The blueprint covers:

Needs Assessment

- > What are the immediate communication needs?
- > What about six months from now? A year from now? Longer?
- > What are potential areas of development or tactics and how can we prepare for them in a cost-effective way?

- > What are the goals for this brand program?

Audience Analysis

- > Who are the primary audiences?
- > Are there other potential audiences as referral sources or influencers?
- > Are there different audiences by category, product or service?
- > What are the industries, occupations, education levels and ages of the target audiences?
- > What are the current touch points with each of these key audiences?
- > Where are the gaps or opportunities in the continuum of contact with the target audiences?
- > Where are the opportunities to create greater response at the points of choice?
- > How does each audience group find the organization now?
- > Is outside research needed to determine audience attitudes and personas?

Audience Objectives

- > What do we want the audiences to learn/know about the organization/product/service?
- > What are the current audience perceptions and which do we want to change?
- > What actions do we want the audience(s) to take?
- > Who will be the end user?
- > Which audiences are critical to the success of this program?

Current Brand

- > What is the recognition level of the current brand?

- > What are the perceptions/expectations of the brand?
- > What brand perceptions can we leverage or build upon?
- > What do we want to change, update or replace with the current brand components?

Existing Materials Assessment

- > What sales or communication tools already exist?
- > Which current communication tools work and which don't produce reliable results?
- > Do they meet the objectives defined or do they need to be upgraded or replaced? Where are the gaps in the sales funnel? Top of funnel leads, middle of the funnel nurturing and bottom of the funnel new clients or customers?
- > What can we leverage/maximize at each point of choice in the sales process?
- > What elements or tactics are essential for ongoing communication?
- > What are potential tactics to address specific issues/events?

Project Budgeting

- > How is the budget calculated?
- > If specific results are achieved, will the budget be increased to grow the program?
- > How much will the program and selected tactics cost?
- > What decisions can affect final costs?
- > Which tactics are priorities to budget first?
- > What strategies will be used for structuring and prioritizing costs?



Project Timeline Development

- > When is the first product needed?
- > Who is involved in approvals?
- > What is the most effective timeline for development?
- > What are key dates to target?
- > What is the most effective order of projects or greatest ROI?

Measurements of Success

- > What is the definition of success for this program?
- > What are the short-term and long-term measurable results?
- > Define the baseline measurements for the program
- > Summarize methodology and sources for statistics and analytics

Inbound Marketing Metrics

- > Are analytics installed on the website?
- > How much monthly traffic does the current website receive?
- > What are traffic sources and trends?
- > Does the website represent the unique qualities of the organization or brand?
- > Is the website designed to capture leads and visitor information?
- > Is the website mobile friendly or responsive?

Sales Lead Metrics

- > What is the lead to visitor ratio on the website?
- > What are current sources for sales leads?
- > What is average sale per customer?
- > What is the current cost of customer acquisition?
- > What is the lifetime value of a new customer/client?

Blueprint Components

1. Situation Analysis

- > Concise description of what is to be done

- > Current state of the industry including trends and opportunities
- > History and current state of the company
- > Company market share
- > Perception of company
- > Company strengths and weaknesses
- > Why the plan is needed

2. Competition

- > Who and where they are
- > How they are perceived in the marketplace
- > Strengths and weaknesses
- > Which are strongest; which are most vulnerable

3. Objectives

- > What the program as a whole is expected to accomplish
- > Metrics for individual tactics, especially website analytics
- > Target impact on the bottom line and return on investment

4. Target Markets

- > General groups/categories
- > Can be based on: industry, geography, size, function, etc.
- > Can be different targets based on different products or services

5. Target Audiences

- > Specific, individuals, roles in the decision process, personas
- > Can be based on: demographics, job title, job function, influencer/referral, etc.
- > Can be different based on specific products or services

6. Positioning

- > This is the most important segment of the blueprint
- > Positioning establishes the overall strategy in writing.
- > Positioning is essential to copy, messaging and design
- > Define the goals for how the brand or organization are to be perceived, versus the competition, in the eyes of

various target markets and audiences

- > The goal is to be first, the best and/or be unique

7. Communication Strategy

- > Determine the most effective media, tactics, tools, channels to reach targets
- > Identify the flow/continuum of actions—from inquiry to sale to customer retention
- > Identify which communication tools and components are needed at each stage
- > Determine media, channel or tactic that's best suited for the message and each target audience

8. Tactics and Deliverables

- > Identify specific components needed to fulfill on the communication strategy
- > Determine which existing components can be updated or repurposed
- > Identify new tactics or initiatives, or areas where current tools will need revision or redesign
- > Summarize how metrics will be tracked, which tools to use, and who is accountable

9. Timetable and Budget

- > Identify target dates, priorities or coordinated project completions
- > Summarize general estimates or budget allocations with a contingency of at least 15%
- > Create a budget that is as specific as possible, but also flexible

The final plan is the blueprint all stakeholders can use to obtain budget approvals, identify team members and build out details for each recommendation and tactic. The blueprint streamlines development and supports success.

Ready to begin?

Call us toll-free at 866.363.4433 to discuss your objectives. Or drop us an email: optimize@creativeco.com.

