



# THE 5-MINUTE MARKETING STRATEGY

It's not hard for our marketing efforts to feel wild, chaotic and a bit out of control. Tactics, channels and audience preferences are changing fast – getting started can feel overwhelming. But it doesn't have to be.

Complete the worksheet below with the first few thoughts that come to mind for each section and you'll be well on your way to tackling your to-do list and owning the actions that will move the needle **TODAY**.

## **1. Identify your audience.**

Describe your target buyer. Go deep on the details – demographics, job title, seniority, pain points, values. Where do they go for information? Who do they trust? What does a day in their life look like?

## 2. Consider your offer.

Healthy businesses exist to solve problems. What problem are you solving? How does your product or service help make your audience's life better, easier or more affordable? What are the main benefits your audience receives from your business?

## 3. Craft your message.

It's time to connect the dots between your audience and your offer. Fill-in-the-blanks below:

We're a <what kind of company are you?> and we work with <your target audience> to <what do you do, and how do they benefit?>.

**Example:** We partner with clients to translate their corporate strategy into fresh, effective marketing creative that measurably grows their business.

## 4. Audit your materials.

Take a look through your current marketing materials, reviewing for consistency of message, brand style and overall effectiveness. What works, what doesn't?

### The Basics:

Message Summary

Logo Identity

Brand Style Guide

Website

Basic Marketing Collateral (Business Cards, Letterhead, Brochures, Product Sheets, Tip Sheets, Postcards, PowerPoints, Case Studies, Email Marketing Templates, etc.)

Social Media Graphics

### Next-Level:

Infographics

Videos

Landing Pages/Microsites

Blog Content

Webinars

FAQs

Quizzes, Surveys, Calculators, Comparison Charts

eBooks + Whitepapers

## 5. Start small.

Pick *one open item* out of the list above and make a plan to get started today.

**Need more help?**  
**Aww, we thought you'd never ask.**

We'd love to learn more about your business, where you're headed, and how we can help you take the short-cut there.

**Drop us a line at [rvncreative.com/contact](http://rvncreative.com/contact).**

