



How to Become a Marketer Who Thinks Strategically

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See beyond urgency

- The first step toward strategic thinking is to get your mind out of urgency/emergency mode.
- Plan properly before you start marketing. Marketing must be considered a strategic imperative if you want to see results.
- Strategic marketing looks months ahead of the current situation so you have time to research, plan, create assets, review, and deploy effectively.

Take the time to calculate risks

- Weighing the risks of campaigns and their potential outcomes helps you determine the next steps.
- This also makes it that much easier to pivot to another tactic within the strategy instead of scrambling to find a solution when the single tactic doesn't perform as expected.

Be capable of execution

- Strategic marketers don't overthink or worry incessantly about outcomes.
- So, get your strategy developed, and don't be afraid to execute it.
- Just remember that once a strategy is executed, the cycle begins again. There's no finish line.

Be willing to detach from your ideas

- Don't get caught up in your preconceived ideas and plans.
- Instead, leverage the skill and brilliance of others through group ideation and brainstorming to fuel more robust marketing strategies.

Make decisions based on data

- Find the data to answer your most important questions, then identify the data you have, and use that to start building your strategy.
- Your data is a key part of risk assessment—something every marketing and PR campaign needs.

Know the target, and create goals

- Setting goals might sound simple, but it's a mix of art and science.
- Find someone who has been doing it for a while, and apply what they've learned.
- When you identify those primary and secondary goals, break them down into milestones to define the roadmap of your marketing strategy.

Follow the course; don't chase the glitter

- Follow a documented marketing strategy, it's easy to get off course trying to do the next big thing everyone thinks is a trend for the year. Experimenting is okay, but not at the expense of your plans.

Establish your metrics for progress and success

- Effective marketing goes well beyond ideation and deployment. So, make changes on the fly and refine your strategy.
- Constantly measure the performance of your campaigns. Use data to form the basis of your strategy, and constantly use data and analytics to monitor the health of your marketing campaigns.

Document your strategy

=> Here is some of what might be included in a sound documented strategy:

- Who the audience is and how to reach them
- The tactics to be used
- The USP(s) to connect with the audience
- Who is involved, who is responsible for what aspects of the strategy
- How marketing materials are distributed or where the audience is engaged
- How success is measured
- Conversion strategies used
- Promotions, pricing, and incentives
- Communication requirements and reporting