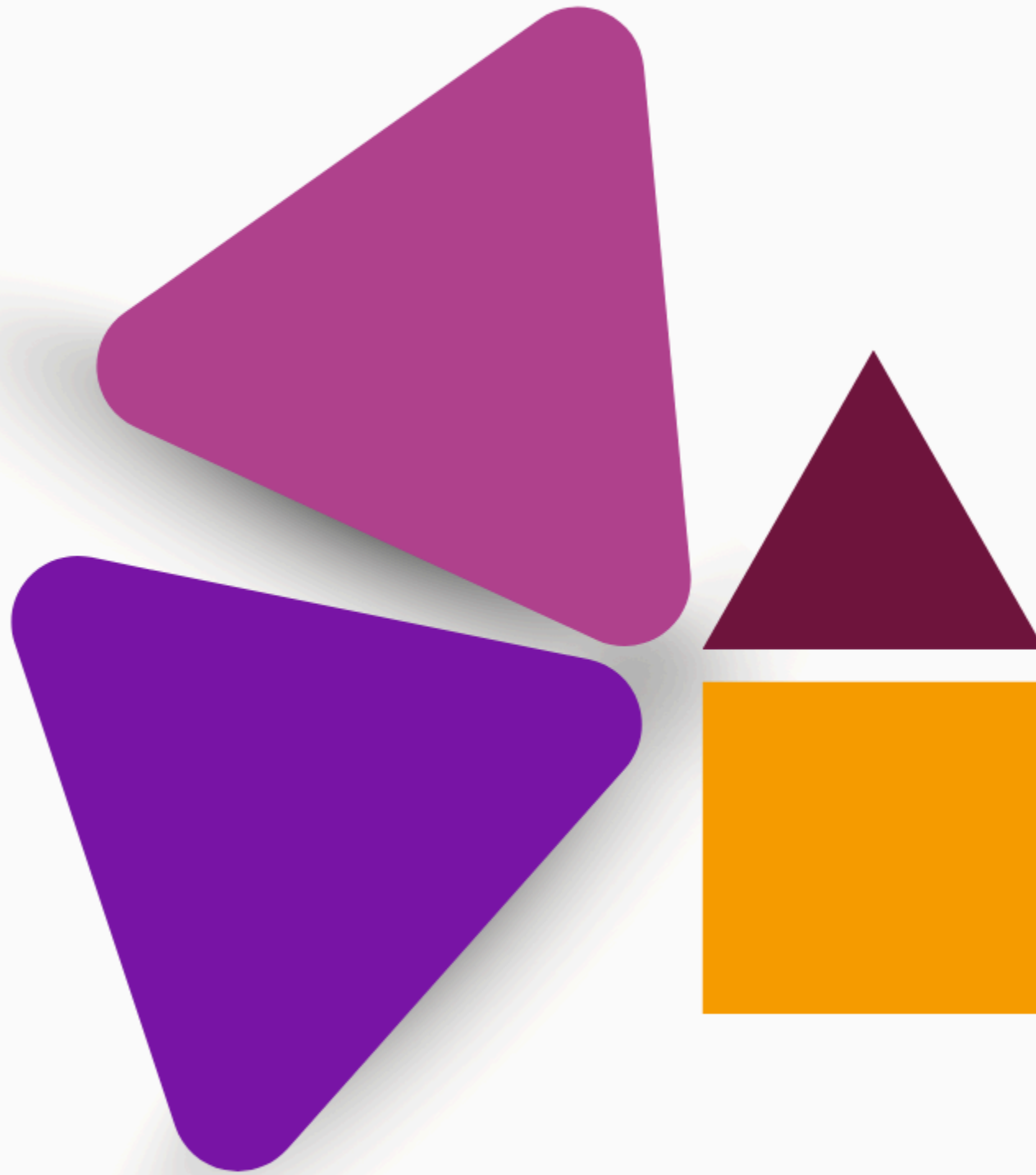


What Is “Strategic Marketing” — and What’s Often Missing?

How to” vs. “How not to



It's about knowing where the company wants to go, who it wants to serve, and how marketing can help get there.

1 Market Research

How not to:

- Rely only on your own assumptions or outdated data.
- Ignore customer complaints or online reviews.
- Focus only on the current market without scanning for future changes.

How to:

- Use multiple sources: surveys, focus groups, sales data, social listening.
- Talk directly to customers to learn their pain points and desires.
- Analyze competitors' offerings, pricing, and brand positioning.
- Track market trends and emerging technologies that could affect your business.

2 Segmentation, Targeting & Positioning (STP)

How not to:

- Try to target “everyone” — you’ll dilute your message.
- Pick segments based only on size without checking if they’re profitable or reachable.
- Change positioning frequently; this confuses customers.

How to:

- Break your audience into clear, meaningful segments (e.g., demographics, behavior, needs).
- Choose segments you can serve better than anyone else.
- Craft a unique positioning statement that makes you memorable in that segment’s mind.
- Keep messaging consistent across all touchpoints.

3 Setting Marketing Goals

How not to:

- Set goals that are too vague (“get more customers”).
- Aim unrealistically high without resources to back it up.
- Focus only on vanity metrics (likes, followers) without business impact.
- Ignore baseline data when setting targets.

How to:

- Make them SMART: Specific, Measurable, Achievable, Relevant, Time-bound.
- Link goals directly to business objectives (e.g., revenue, market share).
- Include both growth and retention goals.
- Break big goals into smaller, trackable milestones.

4 Marketing Mix (4Ps or 7Ps)

How not to:

- Offer a product without confirming there's demand.
- Underprice to compete without checking if it's sustainable.
- Distribute in places your customers don't shop.
- Blast ads everywhere without targeting.
- Ignore customer experience and service quality.

How to:

- Design your product/service to truly meet customer needs.
- Set a price based on value, competition, and profitability.
- Make your product easy to access (location, app, online).
- Promote through channels your audience actually uses.
- If using 7Ps, also optimize People (service staff), Process (service delivery), and Physical Evidence (branding, packaging).

5 Monitoring and Evaluation

How not to:

- Wait until the end of the year to check results.
- Focus only on “feel-good” metrics.
- Ignore early warning signs that something is underperforming.
- Stick to a failing plan just because it’s already in motion.

How to:

- Define KPIs before you launch (sales, traffic, conversion rate, churn, etc.).
- Collect data regularly and compare against goals.
- Ask for customer feedback after campaigns.
- Adjust quickly if something isn’t working.