Marketing Strategy and Planning

Where We Are

1   **2**   **3**   **4**   **5**

Market Research   **Branding and Positioning**   **Messaging and Storytelling**   **Marketing Channels**   **Marketing Strategy and Planning**
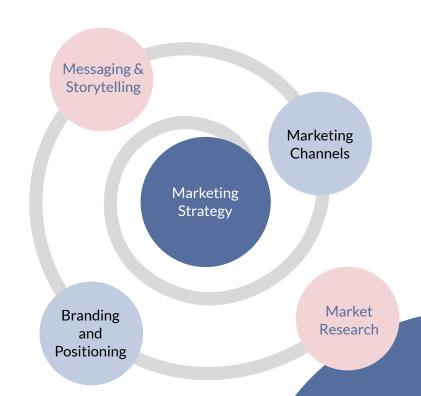
Contents

- Marketing Strategy

- Building a Strategy

- Marketing Planning

- Typical Process

- Marketing Strategy and Planning Exercise

- Continuous Improvement

- Effective Marketing

Marketing Strategy

- Marketing strategy sets direction for business goals

- Includes vision, mission, messaging, goals, positioning, target customers, and competitors

- Market research informs understanding of all of the above

- Strategy and marketing plan work together

Messaging & Storytelling

Marketing Channels

Marketing Strategy

Branding and Positioning

Market Research

Building a Strategy

PHASE 4

Measure & Iterate

PHASE 1

Research & Analysis

Marketing
Strategy

PHASE 3

Create Strategy & Next Steps

PHASE 2

Define Goals & Objectives

Marketing Planning

- Marketing plan is the roadmap for achieving goals

- Long-term and short-term plans

- Define objectives, strategies, tactics, resources, budget

- Monitor, evaluate, and adjust plan for success

Typical Process

Research & Analysis	Define Goals & Objectives	Create Strategy & Next Steps	Measure & Iterate

Audit and analyse past, present, future
- Brand/company
- Strategies
- Customers
- Competitors
- Constraints
- Benchmarks
- Best practices
- Market trends
- Other impacts

- Understand
  - What to accomplish
  - Success markers
  - Time frame
  - Resources
  - Budget
- Create realistic goals and objectives
- Define KPIs and metrics

- Evaluate and identify
  - Strategies
  - Tactics
- Plan execution and timing of each tactic
- Define quick wins and next steps
- Define roadmap/ timeline

Continuous monitoring and improvement
- Measure impact of each action
- Identify what works and what doesn't
- Adapt/course-correct as necessary
- Be flexible

Marketing Strategy and Planning Exercise

- Consider the following example and cases

- Which marketing strategies should be used?

- Which channels are appropriate to reach their target customers?

- What kind of messaging?

Example: Eco Threads

Eco Threads is a small clothing company that specialises in sustainable and ethically-made clothing. The company was founded by a group of friends who wanted to create a fashion brand that was both stylish and environmentally conscious. Eco Threads clothing is made from eco-friendly materials such as organic cotton and bamboo, and the company focuses on fair trade practices and ethical manufacturing.

Customers: Eco Threads targets customers who are conscious of their impact on the environment and are interested in purchasing sustainable and ethically-made clothing. The company's target market is primarily women aged 18-35 who are interested in fashion and care about the impact of their purchases on the environment.

Positioning: Eco Threads positions itself as a sustainable fashion brand that offers a wide range of stylish, high-quality clothing made from eco-friendly materials. The company's unique selling point is that their clothing is ethically made and environmentally conscious. Eco Threads positions itself as the perfect choice for customers who want to look good and feel good about their purchases.

Marketing strategy: Eco Threads focuses on building a strong online presence, leveraging social media platforms such as Instagram and Facebook to connect with their target market. They also focus on building relationships with influencers in the sustainable fashion space and working with them to create content that showcases their clothing in a stylish, relatable way. Additionally, they attend trade shows to showcase their products and connect with potential wholesale buyers.

Results: By focusing on building a strong online presence and working with influencers in the sustainable fashion space, Eco Threads has been able to build a strong community of loyal customers. The company has seen strong growth in sales, particularly through their online store, and has been able to secure several wholesale partnerships with retailers who are interested in carrying their sustainable clothing. Eco Threads has also received positive press coverage in several sustainable fashion publications, which has helped to boost brand awareness and further solidify their position as a leader in the sustainable fashion space.

Vogue Avenue

Vogue Avenue is a small clothing company that specialises in trendy and fashionable clothing for young women. The company was founded this year by a group of fashion-forward individuals who wanted to create a clothing brand that combined high-quality fabrics with the latest fashion trends.

The clothes: Vogue Avenue's clothing line includes a variety of items such as dresses, skirts, blouses, and pants, all made with high-quality fabrics and designed to be both stylish and comfortable. The brand is known for its bold colours and unique prints, as well as its attention to detail.

Target customers: Vogue Avenue's target customers are young women between the ages of 18 and 30 who are fashion-conscious and looking for stylish and unique clothing options. They are also looking for an affordable alternative to high-end designer brands.

Value Proposition: Vogue Avenue is different from other clothing brands because of its unique and trendy designs, high-quality fabrics and affordable prices. The company is also committed to ethical and sustainable manufacturing practices, which appeals to customers who are socially conscious.

Sophia James

Sophia James is a talented designer who has been working in the fashion industry for several years. She has decided to launch her own business producing and selling her own clothes. Sophia's designs are known for their feminine and elegant style, with a focus on high-quality fabrics and intricate details.

Target Customers: Sophia's target customers are women who appreciate luxury fashion and are looking for unique, high-quality clothing that is both elegant and timeless. Her customers are typically in the higher income bracket and are willing to invest in clothing that they know will last for years to come. They are also looking for a personal touch and exclusivity that comes with buying from a small designer.

Value Proposition: Sophia's designs are unique and timeless, made with high-quality fabrics and intricate details that are not commonly found in fast-fashion. Sophia also provides a personal touch by working closely with her customers, offering made to measure service and custom designs. Her designs are also ethically and sustainably produced. Sophia is also offering a concierge service that helps her customers with styling and creating complete outfits. Sophia's brand is all about exclusivity, personal touch, and luxury.

Vintage Charm

Vintage Charm is a small clothing company that specialises in vintage-inspired fashion. The company was founded by a fashion designer who wanted to create a brand that would bring a touch of nostalgia and elegance to modern-day fashion. The company's clothes are made with high-quality fabrics and feature unique details such as embroidery, lace, and ruffles.

Target customers: Vintage Charm target customers are women who appreciate vintage fashion and want to stand out from the crowd with unique and timeless pieces. They target primarily to women aged between 25-40 who are looking for fashionable and unique clothing that are not easily found in fast fashion market. They are also interested in sustainable and ethically-made clothing.

Value Proposition: Vintage Charm's value proposition is to offer unique and timeless vintage-inspired fashion that is both stylish and sustainable. The company sources its fabrics from sustainable and ethically-made sources and focuses on creating clothing that will last for years, rather than just a season. Additionally, Vintage Charm is committed to providing excellent customer service and ensuring that their customers are completely satisfied with their purchases.

Fusion Fashion

Fusion Fashion is a partnership between Olivia, a fashion designer in London, and Fatima, an immigrant from Azerbaijan. Olivia has experience in the fashion industry, and Fatima has a strong cultural background and traditional skills in textile arts. Together, they want to create a unique clothing line that combines Olivia's skills with traditional cultural elements from Fatima's background.

Target Customers: Fusion Fashion's target customers are people who appreciate unique, culturally-inspired fashion. They are looking for clothing that is both stylish and meaningful and tells a story about the cultural heritage of the creators. They are also looking for fashion that reflects the fusion of different cultures, which is something that is becoming increasingly popular in the fashion industry.

Value Proposition: Fusion Fashion is different from other clothing brands because it combines traditional cultural elements with modern fashion design, creating a unique and meaningful clothing line. The brand also promotes cultural diversity and understanding, which is a value that many consumers are looking for in today's globalised world. Additionally, the brand also supports and empowers immigrant women by providing them with opportunities to showcase their traditional skills and culture. The brand is also committed to ethical and sustainable manufacturing practices, which makes it appealing to customers who are socially conscious.

Continuous Improvement

Measuring Performance with Metrics

- Quantitative and qualitative data
- Can be used to
  - Track progress towards goals
  - Identify areas for improvement
  - Optimise marketing campaigns
  - Make data-driven decisions
  - Improve ROI

Potential Metrics

- Sales revenue
- Conversion rate
- Customer acquisition cost
- Customer lifetime value
- Engagement rate
- Email open rate
- Abandoned cart rate

Effective Marketing

- Research and data are important, but marketing is not exact science

- External factors and unforeseen events influence outcomes

- Experiment, measure impact, adapt or cancel as necessary

- Relationship with audience is crucial in evaluating success