

Marketing Strategy Playbook

We can create the most useful, innovative solutions in the world, but if no one knows they exist, what's the point? Marketing is the tool we use to help connect people to solutions.

We deliberately use the word 'Marketing' and not 'Communication' because comms (in a corporate sense) is often about broadcasting a message. Marketing is about changing behaviour through subtle cues and nudges. It's about framing our solution using original concern, challenge or task that we uncovered in the Discover stage - putting ourselves in the shoes and minds of our audience and then sharing our solution with them in the most compelling way.

Getting Started

Where do I start?

We may need to go back to our audience group from the Discover phase and ask them some questions to find out where they're spending their time or take some time to sit with them for the day and see what they interact with and how. Once we know a bit more about where they hang out and have conversations (in 'real life' and online), we can start to create a channel plan. This will help us to plot out what we need to do, and when.

What kinds of things can I try?

Whilst there are countless marketing channels to try, choosing the right ones for our audience is what's most important. There's a saying in marketing: fish where the fish are. Think about the things our audience interacts with every day.

Where do they spend their time? Go there (online or 'real life') and speak to them in their language and tone. For example, if our audience operates in a field-based team with little to no desktop or office interaction, then posters are probably pointless. In this scenario, email newsletters, text messages or push notifications are likely to be more effective. Similarly, if we have a team of office-based people who spend their lives in their inbox, emails, calendar notifications or invitations to virtual events could work well.



Marketing Content

How do I create good marketing content?

Once you have a plan, the following tools will help you to create content:

- Adobe Spark & Canva are free online tools that are helpful for creating content like posters, infographics and social media posts. No design skills needed as we can create direct from a template
- Mailchimp is a great tool for creating HTML emails and sending these. Check that the IT department doesn't block these before using, though.
- HubSpot has free marketing, tools and guides to help get started
- If these tools aren't easily accessible, it's fine to use PowerPoint and Word to create marketing material - the important thing is to get started, get something out there, learn from it and improve it.



Top Marketing Methods

01

Email newsletters

02

Through the physical working environment. Posters, leaflets, flyers, desk drops, goodie bags or displays on screens in the office

03

Conversations (in 'real life' and online)

04

News articles and blog posts

05

Push notifications

06

Online advertising via the intranet

07

Video messages

08

In person sessions such as town hall sessions, drop in sessions.

09

Enterprise social media campaigns

10

Influencer marketing (getting champions in the business to act as advocates for your solution)

Deployment

How do I get stuff out there?

It's important to think about how we'll deploy our marketing content as well as what we'll produce. Remember to factor in budgeting and timescales when we create our channel plan. There'll be lots going on in the business that we haven't considered and our messaging needs to work with this, rather than fight for attention amongst it.

How often do I need to do it?

This is not a 'once and done' approach. For marketing to work, we need a campaign mentality. The general consensus is that the 'rule of 7' works: people need to see a message 7 times before it sticks with them. This doesn't mean sending that email 7 times - it means being smart about getting our message in front of people more than once, in the flow of work.

What does good look like?

We need to research! Find brands our audience loves and then sign up to their email newsletters, follow them on social media and start to read marketing blogs and sites. Hubspot, Marketing Week and Brandwatch are all good places to start. They're often packed with tips on the latest marketing trends to inspire our work.



HELPFUL RELATIONSHIPS

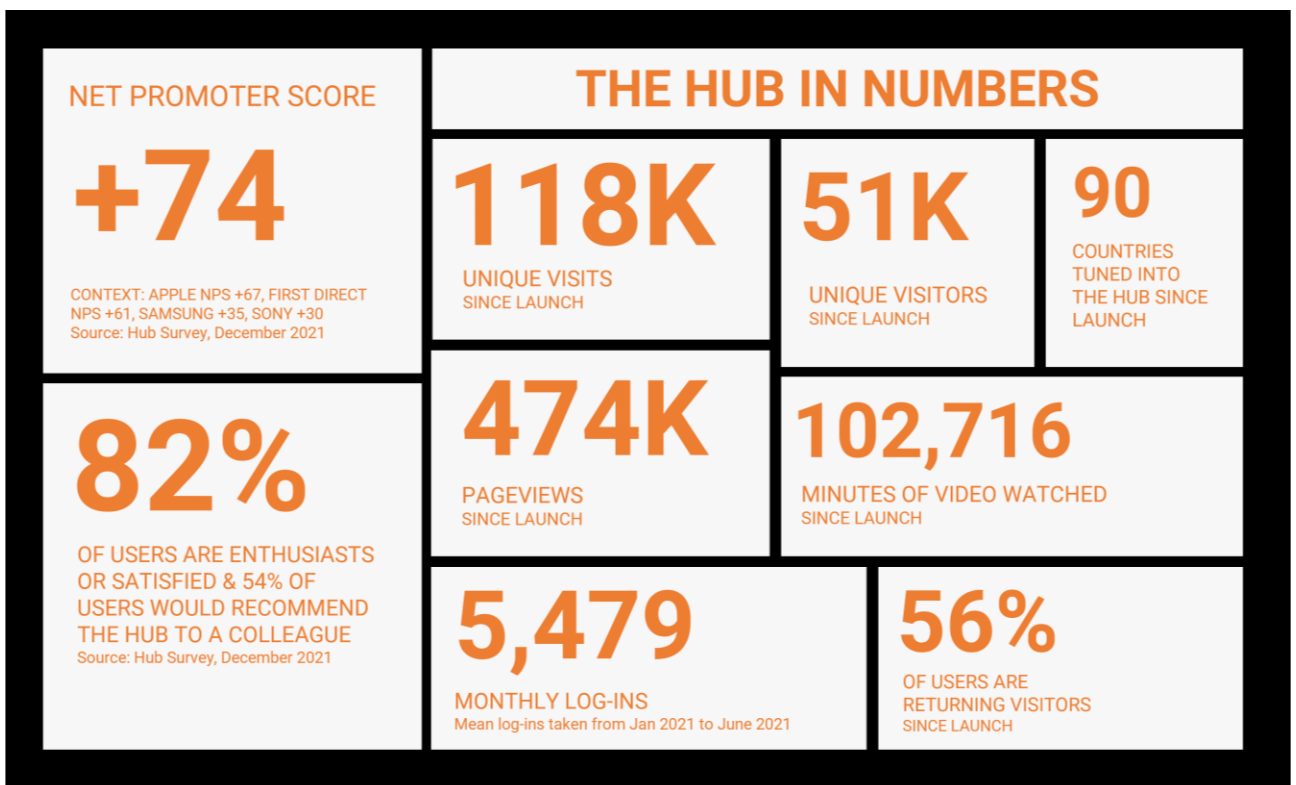
- Facilities - for putting up posters or messages on screens
- Communications - for campaign planning, intranet articles or online banners
- Print room - for producing collateral
- Information Security/IT - for email marketing campaigns

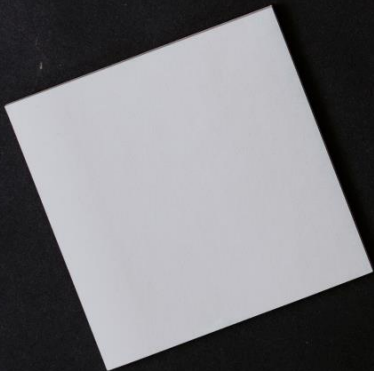
Marketing Dashboard

It should come as no surprise that your stakeholders will care about the usage of the solutions you develop. Often it's helpful to present some key metrics within the first few weeks of launch as this can be used to further market the solution. If others see how well utilised the solution has been, then people who are yet to access it may get on board.

You will have discussed the key measures of success right at the start of the project, but a quick and visual dashboard shortly after launch will easily show how you're progressing towards these goals.

The following slide is an example of some of the stats that we like to show our stakeholders. The example we've used is around a web-based solution called 'the hub' but yours could be anything. Your requirements around data may differ, so feel free to adapt this template to make it relevant for you and your stakeholders.





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