

# Effective Marketing

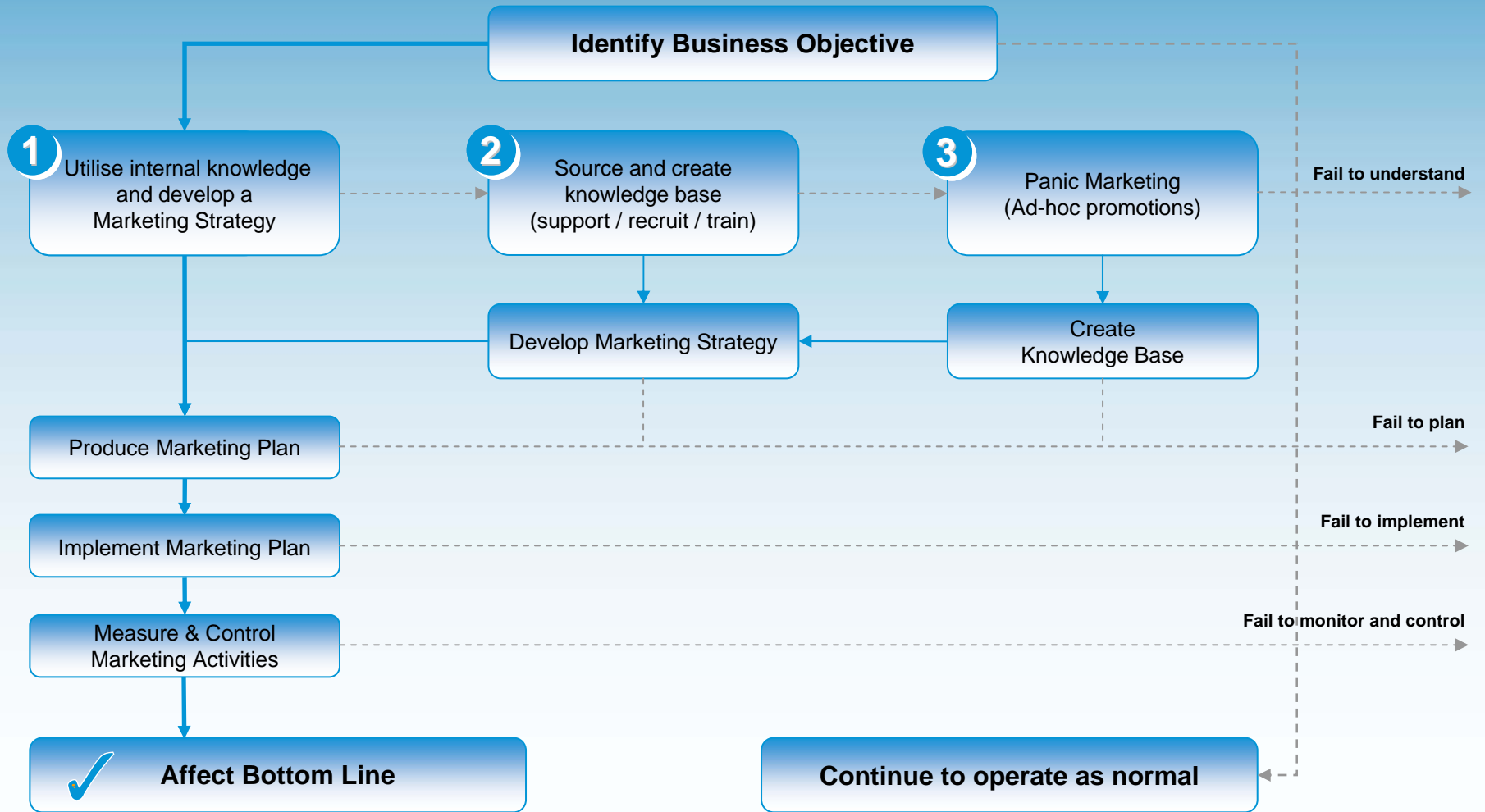
**DAVID MAPPLE**

**NXO Strategic Marketing Network**

**BASIX**©

Current Situation  
Marketing Objectives  
Marketing and Communications Strategy  
Tactics  
Implementation  
Measure and Control





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## UNDERSTAND

### Where you are now

- Places
- People
- Products

### Situation Analysis

### Where you want to be

- Shared Vision
- Why
- When
- 3P's

### Marketing Objectives and Strategy (KISS)

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## PLAN

How you will get where you want to be

IN THIS ORDER.....

- Resource - Money, Time, People
- Expected ROI - Set targets and goals
- Marketing Tactics (The alternative Mix)
- Timescale & Milestones

**Operational Marketing Plan  
(KISS)**

- Be Realistic!!

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## IMPLEMENT

### How you will ensure arrival

- Remain focussed and stick to plan
- Review objectives – were they really SMART?
- Meet deadlines and key milestones
- Have contingencies
- Have patience

## Project Management

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## MONITOR AND CONTROL

How you will know when you are there

- **Structured** review of plan & targets
- Share success and failure as a team
- Assign Roles & Responsibilities
- Performance related rewards for all
- Create Champions
- Don't be afraid to fail

**Management Process**

## TO SUM UP

- **Keep It Simple**
  - What do you have?
  - Who wants it?
  - Why do they want it?
  - What could stop them from wanting it?
- Create clear message and deliver it
- Keep networking!

# Something is only worth doing if it is done right

**NXO** have found that many businesses do not necessarily feel they have either the full expertise or sufficient time to get the most out of their marketing activity. By not putting sufficient thought or effort behind marketing and presenting themselves well they fail to get as much business as they could.

At **nxo**, we help our clients businesses to:

- stand out from the crowd
- attract more customers
- manage all their marketing activities as effectively and efficiently as possible
- drive up revenue and profit

What makes **nxo** different is that we can both advise on and deliver marketing and marketing communications services.

This means that our clients benefit, not just from **doing the right things**, but also from **doing things right**. This **saves time and money**: Time spent on managing a sometimes disparate range of marketing activities. Money wasted on not doing the most effective things or not doing things as efficiently as possible.

We help our clients to spend their marketing budgets wisely, **focusing on increasing sales and boosting profits**.

Most importantly, we work closely with clients to analyse their specific challenges, opportunities and objectives with a view to developing an agreed marketing programme. Then, we work closely with them to deliver it.

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## Get in Touch

Or call 0870 7547755

I would like **nxo** to contact me to discuss marketing for my business.

Specifically:

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Company name:

Telephone:

Contact name:

Email Address:

