



Collaborative and rewarding marketing solutions for IT-industry professionals

The Top 6 'Must-Read' Tips for IT Professionals When Creating a Winning Marketing Strategy

How to create a marketing strategy that provides quality leads, grows your business, and makes the competition desperate for your secret



Many businesses treat marketing as an afterthought. Perhaps you, too, view marketing as the step you'll take once your company is already financially settled - what a critical error. Marketing is not a luxury; it's what gets you there.

Marketing tactics allow you to:

- Engage your ideal client
- Educate your team and readership
- Build rapport with your customers
- Sell to your target audience

In brief: without a marketing strategy, you're reaching the person beside you. With one, you'll reach the entire room.

Creating a great marketing strategy can be overwhelming, but it doesn't need to be. Heck - spinning up a server seems overwhelming to me, but it's not to the systems engineer.

At Clash Copy, we focus on six critical components when we create marketing strategies for our clients. Take notes and get ready to make a great marketing strategy!



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Define Your Target Audience

A "marketing lead" is aware of your products or service(s) and has taken an interest. These are the best leads to introduce to your sales team; these people are ready to be nurtured to take action. To find these leads, you must understand your target audience.

Ensure that you have a clear idea of what your ideal client looks like, the one that will bite. To do so, download our "Ideal Client Mind Map".



Create a Roadmap

Achieving great marketing is not a diet; it's a lifestyle change. No, really. You are committing to understanding yourself and your business, future, and customers better.

Here are some tips to ease the transition:

- Make sure that your marketing efforts align with your core values. If you're unsure about your business's core values, check out some of the great resources from [EOS](#).
- Create a prominent digital presence with consistent activity.
- Track your effort - with any commitment, progress is the best motivator.
- Update your buyer's persona regularly, accommodating for any behavioural changes.
- Always check-in, identifying and replicating what's working.

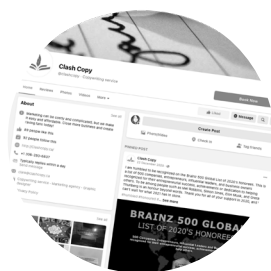
Combine the Best Marketing Tactics to Leverage Their Benefits

At Clash Copy, we have experience with every facet of digital marketing. We recommend focusing on:



Blogging

but, like, thoughtful blogging. Search Engine Optimization (SEO) is essential when the Google search results page dictates your viewership. Think critically about your content, create posts that offer something unique to your readers, and optimize.



Social Media

this is where your business's culture shines!



Email Marketing

an incredibly profitable and easily automated tactic.



Your Website

this is still the most important part of your online brand. Your website is where everyone goes after social media posts, blog posts, or email campaigns have drawn their attention. Again, SEO is crucial – make sure that people can find you!



Sales Collateral

you know all about your service, but prospects don't! Educate potential customers as well as your sales teams with valuable and concise materials.



Public Relations

become an information leader in your industry by showcasing any awards, recognition, and local community involvement.



Measure to Build Confidence in Your Strategy

Like any lifestyle change, precise and quantitative results provide us with the motivation we need to keep going. These also showcase what's working and where we can make adjustments.

Make sure that you have a way to track the results of your marketing strategy in the following areas:

- Brand Awareness Growth
- Marketing Leads
- Sales Hand-offs



Plan for Funding

Market Development Funds (MDF) are a source of vendor funding. They are a resource that vendors can grant to any channel partners to help with sales and marketing initiatives. Here are some helpful ideas for attaining funding:

- Brainstorm with your marketing and sales teams to develop materials like eBooks, white papers, email campaigns, website feature banners, or social media and google ads.
- Ask a vendor directly for a specific amount that will help action a particular campaign.
- Provide a timeline and an outline for how you plan to leverage their marketing team/resources. Indicate precisely the results expected.



Prioritize Internal Communication

At Clash Copy, brainstorming is a "whole team" effort. We value fresh perspectives and are dedicated to continually engaging the entire team on our values, mission, and future projects or changes.

Here are a few tips for keeping your company culture strong and your teammates in-the-know:

- Meet with the marketing team once a week to review all reporting for brand awareness and leads.
- Develop a process for handing off marketing leads to the sales team, indicating their procedures from there.
- Talk about marketing efforts with the entire company.
- Create a referral program for staff to share with clients. Offer a simple reward, like a gift card to a local brewery or a donation to their preferred charity.

Setting You Free

Five minutes ago, creating a marketing strategy probably felt like a lot. Now, you've got the basic knowledge to get started. Return to this resource any time you're feeling lost and need guidance.

Like reading a "Beginners Coding" guide may leave one hesitant to handle the terminal, it's okay to feel uncertain. If you want to learn more or are excited about working with a professional to achieve your marketing goals, let us know. We would love to help tell your story clearly, allowing your entire team to shout it from the digital rooftops.



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