

# MARCOM Rx

A healthy and vital business needs on-point Marketing Communications. Use this guide to heal and maintain your marcom efforts.



## 1 ASSESS & DEFINE BUSINESS

Think about your business.... What are your mission, values and priorities? How do you want customers and prospects to think of you? What products and services you offer? What benefits do they provide, what problems are they solving? What markets do you serve, and what's important to them? How do you differ from competitors? How do external factors impact your business? What opportunities and threats do you see for your business? Where do you see your business in 1/5/10 years? Write down your answers to these questions and keep them close at hand! Referring to them often will help you stay on task.



## 2 DETERMINE OVERARCHING STRATEGY

Based on your answers from Step 1, identify where and how you can reach your target audiences. What platforms and media do they use? How often do you need to engage with them? Are there optimal times to interact with your customers? Do you need unique content or journeys for different segments? What resources do you have available for marcom initiatives? What are your goals and how will you track/validate achievement? Do you have buy-in from management? Pull all these threads together to form your high-level, comprehensive and cohesive communications and promotional strategy. Document and share the strategy.



## 3 CREATE ACTIONABLE PLAN

Break down your big-picture approach from Step 2 into more bite-sized pieces. What "silos" make sense? (These might be based on the customer segment or communication channel.) Within each silo, list out the tasks that need to be done, who will own each task and a timeline for each task. Identify and define specific milestones and deliverables. Bear in mind dependencies, available resources, holidays, etc. Establish routines and mechanisms for progress reporting, feedback and communications. Prioritize the various marcom projects and programs you've mapped out and start with the most important one(s) first. Document and share the plans.



## 4 IMPLEMENT PHASED ROLL-OUT

You created and prioritized action plans in Step 3 to make getting started—and keeping momentum up—more manageable. Now's the time to dig in and do the work you've so thoroughly and thoughtfully conceived. For each plan, have a kick-off meeting, check in with the team regularly and incorporate course changes/corrections to your plans as needed. (Adjustments are a natural part of the process! After all, you're gaining valuable knowledge and experience during as you go.) Celebrate your successes and recognize team efforts.



## 5 REVIEW & REFINE PERIODICALLY

Finishing a project is NEVER the end! It's more of a start. Your business, customers, the marketplace and marketing communications are ever-evolving—and you need to keep pace to stay relevant. And websites, email sequences, bios, etc. are living works. It's imperative that you present only correct, current content to your constituents. Determine a periodic schedule to review and revise your plans and deliverables. (This should supplement ad hoc updates.) This is a great moment to: revisit the questions in Step 1, evaluate your efforts (from Steps 2-4) to see if you're achieving the goals you set, and

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Still feeling a little queasy over all this? Or just want a second opinion from a pro?

Not a problem! And certainly not a unique scenario. If you're not a Doctor of Marcomology, marketing communications can be mystifying, overwhelming or just plain hard to do.

So, let me help you! Make an appointment for a consult and we can work through this flow together. I'll let you in on a secret—I have additional tools in my kit that make this a much easier, quicker (and painless!) procedure.

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