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Marketing Strategy Cornerstones

Building an effective marketing strategy takes time. It needs deep knowledge of the business, its products and what it stands for. That's the foundation. And the cornerstones, the first stones laid for a brand's structure, are the reference point to building the entire strategy. When assessed and implemented well, they help differentiate your brand from competitors, build credibility with engaging content and generate leads.

Take a moment to explore two marketing strategy cornerstones that will help your venture gain traction.

Cornerstone 1 Build your brand story.

Your brand story is where the relationship with your customer begins. It's the lifeblood of your business. An authentic, well-designed brand draws people to your company and gains trust.

Everything from your company name to your website domain, tagline, messaging, colours, graphics, images, typography and logos leave an impression. The story of your brand's vision, values and vibes can strongly connect with (or repel) people.

Let's imagine your brand is a person...
Who are you? What are your core values? What makes you unique?

The problem is most entrepreneurs focus so much on what they are trying to sell that they lose sight of their most unique value proposition—how they make people feel.

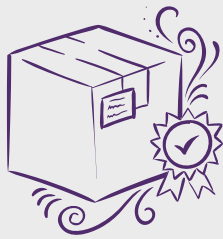
All too often, the technical features you are most proud of and the reasons your customers make a purchase don't line up. Words fall flat, the vision fades and results disappoint.



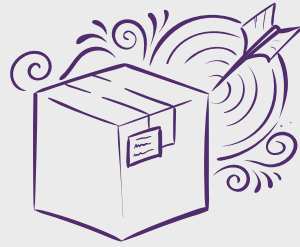
What's your story?

Make it memorable. A solid brand story will pique target prospect interest regardless of what other brands are out there. Customers want to know the real you and what makes you right for them.

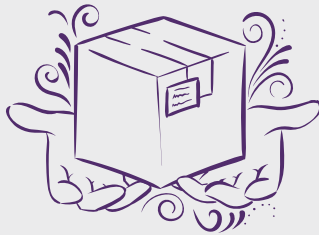
Ask yourself:



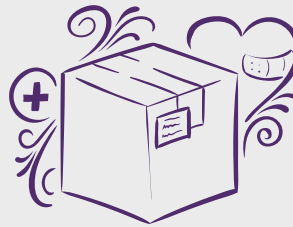
What makes my product or service the best on the market?



In which niche is my product or service the best on the market?



Who needs the product or service I'm providing?



What pains does my product or service alleviate?

Think about these questions over a few days.
Jot down the thoughts that pop up. Share this during your Mindspin consultation.



Cornerstone 2

Content that converts.

Creating engaging content is an easy win all around. Your brand earns respect as an industry thought leader when your content teaches your audience something or resolves a pain point. Some leads discover your brand organically when searching online for advice. Others search for helpful answers to questions and information about products that solve their problems.

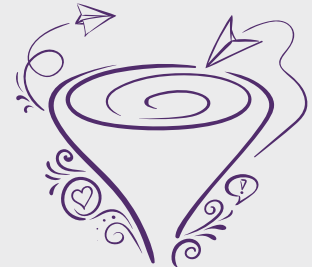
Questions to ponder:



What information is useful to your target market?



What mix of articles, videos, infographics and whitepapers will resonate with them?



How can this info be framed to direct prospects into your qualifying sales funnel?

The goal is to create content that stimulates interest, establishes trust and generates leads. Make a note of any ideas you have or efforts that have worked (or haven't worked!) in the past. Share this with your Mindspin representative.





You've just explored two of the connection-creating cornerstones upon which our strategic marketing programs are built.

If that seemed daunting, no worries, we will work with you to clarify and develop the right strategy for you. As your virtual CMO and marketing department, we lead, plan and execute your marketing program. Integrated strategy and execution: It's a mind-blowing combo. With Mindspin focusing on building your brand credibility and increasing market penetration, you can spend your energy on other essential business development areas—partnership at its best.

Ready to have marketing strategy benefit your company? Contact us to get started.

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branding & design

*creative
thinking
that
inspires*

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