



Marketing toolkit

What's included

This toolkit is designed to empower you with the knowledge and resources you need to succeed in your marketing. We've included a step-by-step guide for beginners that takes you on a journey to effective marketing.

Step 1: Define what you want to achieve from your marketing

Step 2: Review your target audience (is it who you think it is?)

Step 3: Define your Tone of Voice

Step 4: Create your Messaging House

Step 5: Choose where and how to promote your business

Additionally, we've also included a directory of useful templates and platforms to support your marketing ambitions.

Remember, effective marketing is an ongoing process of learning and adaptation. Use this toolkit as a foundation, and don't hesitate to experiment and innovate to find what works best for your unique brand and audience. Happy marketing!

1

Define what you want to achieve from your marketing

Your marketing objective should work towards achieving your business objectives. Whether it's lead generation (getting contacts for your sales team) or raising brand awareness, if it doesn't support your overall business objectives, then avoid it.

Creating clear marketing objectives is the first step towards promoting your business. Once you know what you want to achieve, you can then set about talking to your audience, and developing a strategy to meet your objectives.

Depending on your business, you may find you have overall marketing objectives for the business, then micro-objectives for different products or services. For example, your business objective may be to increase revenue, so your marketing objective is to generate 30% more leads for your sales team. However, if you've recently launched a new product, then initially your marketing would be focused on raising awareness of the product, before focusing on lead generation and sales.

Marketing objectives to consider

Brand awareness

Increase sales

Customer retention

Product awareness

Lead generation

2 Review your target audience (is it who you think it is?)

Knowing, and *understanding*, your current customers is crucial to effective marketing. If you don't know your audience you could waste time, and money, crafting content that your audience never sees.

For example, if your target audience is people over 65, but you're spending most of your time and resources promoting your business on TikTok – you're unlikely to see the results you want.

Before creating any more content, take the time to get to know your customers and identify any trends.

Step 1 – Conduct customer research:

Create an audience demographic based on your current customers, including, age, sex, income level, race, employment, location, homeownership, and level of education. How did they find out about your business? How long did they take to make a purchase?

Customer research isn't about knowing every customer intimately. It's about creating a broad picture to help influence your marketing.

If you don't already collect this information, surveys and feedback are a great place to start. Online research should also be utilised to support your findings.

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2 Review your target audience (is it who you think it is?)

Step 2 – Understand the day-to-day habits of your audience:

What social channels do your customers primarily use? How do they spend their spare time? What types of jobs do they do? What challenges/pain points do they have?

Step 3 – Create Buyer Personas:

A buyer persona is a fictional profile of your ideal customer based on market and audience research. In other words, it's an imaginary person that embodies the most important characteristics found within your broad audience.

Using the information you uncovered in steps 1 & 2, create a buyer persona(s) for each of your audiences. Alongside supporting your marketing activity, your buyer persona(s) can be used to support business decisions too!

Note: These may vary for the different products/services you sell, so you may have more than one.

Use our free template to
create your Buyer Personas



3 Define your Tone of Voice

Tone of Voice is how you speak to your audience via your content. Are you strictly professional? Or are you more relaxed, and love to throw in an emoji from time to time?

It's important to talk to your customers how they expect/want to be spoken to. Use your audience research to guide you.

However, don't just rely on your customer's research. When creating your tone of voice, reflect on your business' mission – what's the “Why” behind your business? Start with your mission statement (or create one if you don't have one already) and build from there.

It may take time to finalise your tone of voice. Experiment and monitor the results of your marketing to see what content receives the best engagement rates. You'll hopefully begin to see trends around what works well, and what doesn't.

4 Create your Messaging House

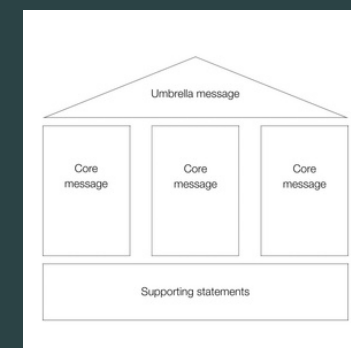
Now you know your audience and how you want to speak to them. It's time to think about what you're going to say.

Creating a messaging house is a simple way to keep your content focused on the core messages you want to relay to your audience. A messaging house provides a structure to your content and details the key messages/USPs of your business' products and services.

A messaging house should include an **Umbrella message or "roof"** – one sentence that describes the benefit of your product or services, your **Core messages or "pillars"** that support your Umbrella message, and some **Supporting statements or statistics**, your **"foundations"** that hold everything together.

It's important here to reflect on both the "Why" of your business and your audience research. The messaging house will form the basis of how you communicate to your customers, so it's important that you're saying something they're going to engage with.

**Use our free template to
create your Messaging House**



5 Choose where and how to promote your business

Now it's time to decide where and how you're going to promote your business. Again, it's time to look at your audience research.

Using your audience research, you'll be able to determine where to focus your efforts.

As you get started, focus your efforts on one primary platform, and one secondary platform. For example Instagram (primary), and Facebook (secondary). The majority of your time and efforts will naturally go into your primary platform, as this is where your customers spend most of their time,

When selecting your platforms, it's important that you don't let pride stand in your way – you may prefer one platform over another, but that doesn't matter. What matters is meeting your potential customers on the right platforms.

Tip!

If you select a social platform, remember the 80/20 rule

- 80% = Content focused on Value, Education and Entertainment (where appropriate)
- 20% = Sales or promotional materials

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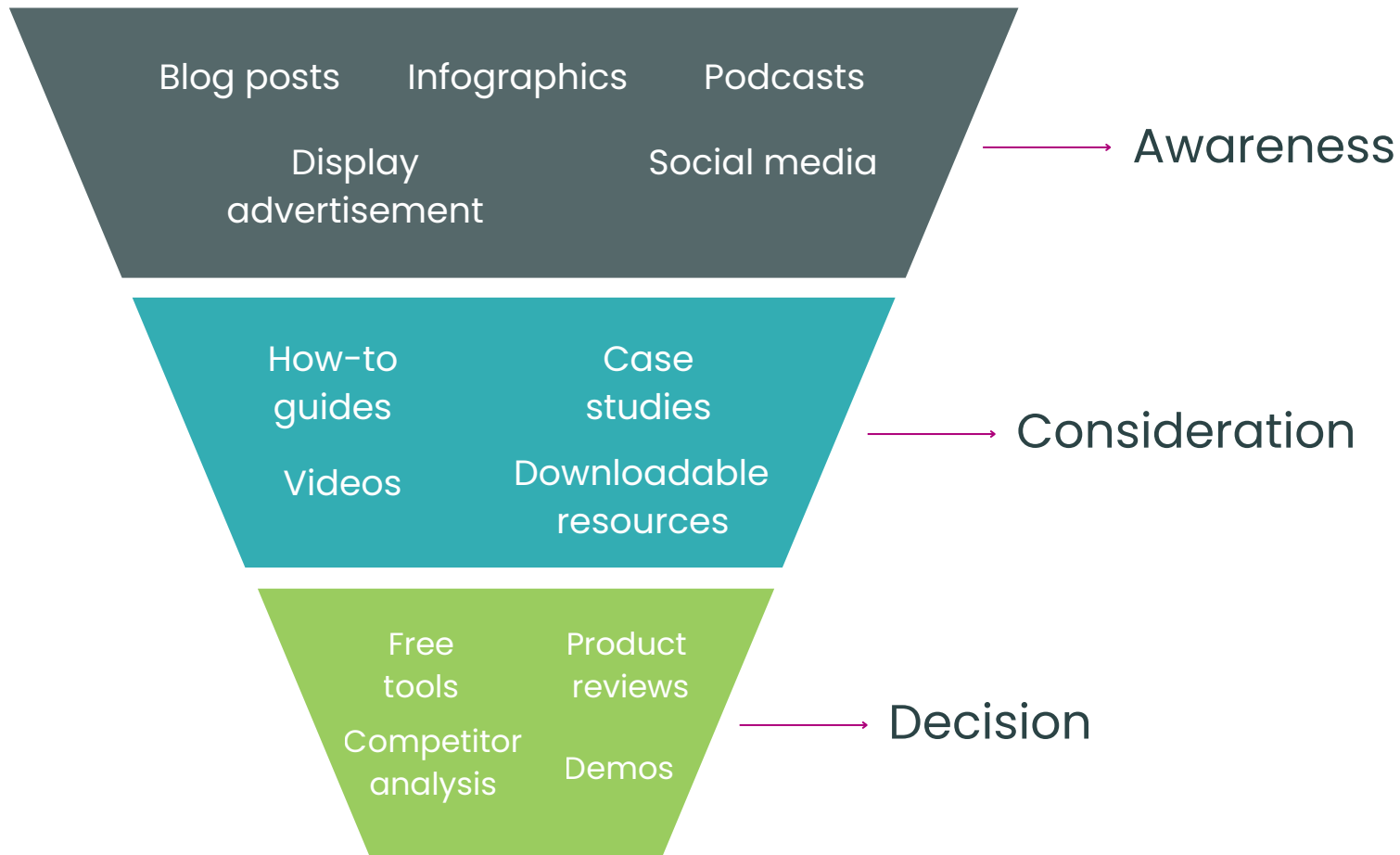
It's also time to think about your customer's Buying Journey. Do they typically review products or services before purchasing them, what is that decision timeline?

In its most simple format, a buyer journey can be broken down into 3 stages, Awareness, Consideration and Decision. Using your audience research map out your customer journey and map your content to each stage. For example, Blogs answering FAQs are great for the awareness stage. In the awareness stage, customers are becoming "aware" they have a need for a product or service – they're just not sure which one yet, or if it even exists. So they begin their research.

During the consideration stage, potential customers review all the available options that may meet their needs. Think Nike running trainers v Adidas running trainers. Now's a great time to showcase your customer testimonials and 5-star reviews. Your potential customers want to be convinced your product or service is the right choice for them. So, don't be shy – showcase your work.

The final stage, the Decision stage, is where your sales team enter the conversation. In this stage, your potential customers are 99% sure which direction they're going in. They just need to be convinced they're making the right choice. Although marketing may take a back seat here, it still plays an important role. Product/service materials which the customer can read, which showcase the "Why" behind your product or service, are a great tool to build the trust and confidence that they're making the right decision.

5 Choose where and how to promote your business



**Use our free
template to
map your
content**



6 Free tools and resources you can utilise



Canva: Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.



Hubspot marketing library: View and access HubSpot ebooks, templates, webinars, and workbooks in one easy-to-use place with their personal Marketing Library.



Social media resources: Take a look at these free guides and courses for the most popular social media platforms:

- [Getting Started on Social Media for your Business](#)
- [TikTok](#)
- [Instagram](#)
- [Facebook](#)



Google Digital Garage: Offering free training, courses and certifications via an online learning platform, to help business improve their digital skills.

Top tips



Competitor research: There's no harm in taking a look at your competitors to understand what they're doing well. If it's working for them, it could work for you too. But don't just copy – improve what they've done with your own knowledge.



Review, review, review: It's vital that you analyse the performance of your marketing – otherwise, you can't see what's been successful and what's not! Spend the time to review your content, and when something works well, take it forward into your next post, email or blog.



Tweak lightly: Avoid wholesale changes when you adjust your content. If a post, blog or advert doesn't return the results you wanted, it could be due to range of factors, including time sent, image used, colours used – the list is endless. When you adjust your content, change one thing at a time. This will make it much easier to establish what's working, and what's not.