

FIVE THINGS TO THINK ABOUT
BEFORE DEVELOPING YOUR
2018 MARKETING PLAN



GYKANTLER

1

LEARN FROM YOUR PAST

LONG 10¢ CIGAR IN THE WORLD
CIGAR FACTORY



NEW 7-20-4 10¢ CIGAR FACTORY, MANCHESTER, N. H.
7-20-4 HAND MADE



LESSONS LEARNED

LEARN FROM YOUR MISTAKES AND TAKE THE MOMENTUM THAT YOU'VE GAINED TO CONTINUE AND STRATEGIZE

Before looking forward, it's important to look back to understand what worked the year before and what did not. Start by digging into analytic reports and gauging certain KPIs; ask yourself did you meet the metrics that were set forth? And if you didn't, what prevented you from reaching those goals? This will help guide you in what optimizations could be made to improve this year's campaign. Keep in mind, you can learn just as much from your mistakes as you can from your successes.

Additionally, it's important to step out of your world and look externally to gauge what's happening in the industry. Did your competition change their marketing strategy, plan or product? Has your target audience shifted media consumption patterns? Understanding the entire marketing landscape and its evolution will help highlight where you fit into the broader story.



2

ALIGN MARKETING
OBJECTIVES WITH
BUSINESS OBJECTIVES



ALIGNMENT

BUSINESS STRATEGY AND MARKETING STRATEGY ARE TIED AT THE HIP

It is critically important to understand the organizational business goals and incorporate those within your marketing goals. It could be a tactical goal like increasing account deposits for a bank, or selling more inventory for an e-commerce, direct-to-consumer, beauty brand. For other companies, however, the goal may be less tangible, but equally important such as increasing brand awareness, product differentiation, or driving consideration. Far too many times, marketing plans are developed to simply check off a marketing goal rather than thinking how it ties to the holistic business strategy.

It's also important to acknowledge that not every marketing tactic has the ability to produce a one-to-one outcome, meaning that not every dollar spent will ultimately equal a dollar in sales. If that was the way marketing worked then we wouldn't have to invest so much time into planning. However, if you're not able to at least tie your marketing plan to the overall business objectives of the company, then the focus is too narrow. This will result in you having a difficult time justifying the success of your plan.

3

SEGMENT YOUR AUDIENCE





YOUR AUDIENCE IS NOT MADE UP OF THE SAME TYPES OF PEOPLE

In today's world, understanding the types of people who comprise your audience is imperative to any successful marketing plan. The ability to target people has never been as easy as it is today because the data and psychographic information on people is substantial.

So, a key aspect of any successful marketing plan is to develop proper audience segments and articulate communications plans that are customized to each of those segments. A one-size-fits-all approach rarely applies to businesses and brands. Even if you're trying to sell a specific product to a particular audience, the use of segmentation to test and learn between those audiences will provide you with more ongoing value as you shift forward within the next year and years to come. And while you will find patterns within audience segments, you will also find unique differences that will allow you to develop more strategic communication tactics, especially within the digital space.

4

LEVERAGE CULTURE, NOT
THE CORPORATE KIND



MISSION

To help our client partners make a measurable impression on their leadership, stakeholders and customers by producing — in a cost-efficient and media-agnostic fashion — strategically driven, creative and high-quality marketing initiatives that meet and exceed goals and objectives, while serving the consumer's wants and needs.

VALUES

Respect for our clients and colleagues
Commitment to collaboration
Positive attitude
Relentless pursuit of relevance
Ambitious technology adoption
Visible passion for our work

VISION

To be sought after as one of the most innovative and successful marketing partners in the world.

GYKXANTLER



CULTURE

UNDERSTANDING CULTURE WILL KEEP YOUR BRAND RELEVANT

This piece of the marketing puzzle can help spur ideas and add structure to the yearly promotional cadence. Begin by thinking about what events or conversations are happening in the world that your brand can jump onto or be a relevant part of. This will help the brand insert itself into the conversation, but in a more authentic manner. An example is tying a condiment company's plan around the Super Bowl or a healthy snack brand around back-to-school season.

It's beneficial to think about what's out there in the world and how your brand can potentially be utilized. In addition, due to budget realities, most companies can't simply have an "always on" budget for their promotional efforts. Therefore, brands need to strategically pick and choose when to do something and why.

5

DEVELOP STRONG KPIS
TO MEASURE IMPACT



MEASURE, ANALYZE AND THEN STRATEGIZE

As a marketer, to provide value to your client, you need to report on the efforts that were executed—both positive and negative. But before you can measure, it's crucial to ensure that the right KPIs are set in the beginning of the year. KPIs should not only tie to your marketing strategy, but they should also tie to your overall business strategy.

For example, if the marketing strategy sets the goal to increase brand awareness, you need to think through how that will be measured effectively. Will you recommend long-term studies? Or if the goal is to move consumers from consideration stage to purchasing stage, you'll want to receive the client's prior sales information before you set up any KPIs.

Lastly, establish a cadence of reporting. In today's world, it's easy to become overwhelmed with the amount of data you can receive on a daily basis with a few mouse clicks. So, agree upon a schedule of reporting ahead of time to continually, but strategically monitor the incoming information. That way you will be able to learn from the past and optimize your efforts. Whether it's quarterly, monthly or biannually, plan to take a step back, look at what's happening and think holistically about what you're doing and how it drove results. Setting benchmarks, measuring success and continually monitoring is a key component to optimizing for the future!

A row of Emmy Awards trophies is displayed on a wooden shelf. The trophies are gold-colored and feature the iconic Emmy statuette design. They are arranged in a line, with some trophies in the foreground and others receding into the background. The background is a dark, textured wall, possibly made of brick or stone. The lighting is soft, highlighting the metallic sheen of the trophies.

CONCLUSION

SET YOURSELF UP
FOR SUCCESS



CONCLUSION

IT'S WORTH IT

Creating a marketing plan that is well thought out can be a complicated and time-consuming process. There are a lot of factors to keep in mind. By taking the time upfront to review past endeavors, thoroughly understand and evaluate your audience, and establish benchmarks and strategic goals, you will set your brand up for a successful year.



WHO WE ARE

AUTHOR

MIKE STEVENS

Mike Stevens is the Executive Director of Strategic Planning & Account Services at GYK Antler. His passion is simple, helping companies and brands achieve their business and marketing goals and objectives. A strategist at heart, Mike's 12+ year career at GYK Antler has allowed him to work on brands including: Sweet Baby Ray's, Stonyfield, Cedar's, Bauer Hockey, Timberland, United Bank and PayPal.



OUR AGENCY


GYK ANTLER

Recognized by Forbes as one of America's top 25 small companies, GYK Antler is a mid-size, independent, full-service marketing agency. We are a hundred technologists, creatives, strategists, data hounds and media planners who understand what it takes to shift a brand into new territory. We never shy away from responsibly disrupting the status quo—even when it comes to our own agency. Whether it's revitalizing a textile mill to create our ideal content studio or bringing Emmy Award-winning video producers in house, we follow our passions to create positive, measurable change for our clients.

At GYK Antler, our hearts and brains are always working together, and that's what makes our work so impactful.



BRANDS WE'VE
HELPED

 **PayPal**


ESPN

Stonyfield
ORGANIC

Timberland 

 **NATIONAL
GEOGRAPHIC™**


**Dartmouth-
Hitchcock**

 **Lahey Health**

**MOUNTAIN
HARD
WEAR** 

eCCO®


New Hampshire
LIVE FREE

HARPOON


Red Bull

SWEET BABY RAY'S
GOURMET SAUCES

CEDAR'S 

bañ


PF-FLYERS

BAUER


new balance.

THE MOUNTAIN

 **rackspace**

LET US HELP YOU

Want to take your brand's strategy to the next level?
To get access to our team's expertise, contact us
today.

Locations

MANCHESTER
175 Canal Street
Manchester, NH 03101

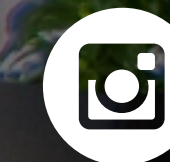
BOSTON
93 Summer Street
Boston, MA 02111

THE ORCHARD
34 Front Street
Indian Orchard, MA 01151

Amy Weber

Director of Business Development
amyw@gykantler.com
603.625.5713 ext. 237

Social





THANKS!