

MARKETING STRATEGY V MARKETING PLAN

So, what's the **difference?**



OVERVIEW

A **Marketing Strategy** is the overarching approach that guides your marketing efforts and defines the goals and objectives you aim to achieve. It aligns with the broader business objectives and establishes the 'why' behind your marketing activities.

A **Marketing Plan** is the detailed roadmap that outlines the specific actions, channels, timelines and resources needed to implement your marketing strategy. It's the 'how' of achieving your strategic goals.

HERE ARE
10 KILLER
EXAMPLES
OF MARKETING STRATEGY
v MARKETING PLAN

SOCIAL MEDIA MARKETING

Marketing Strategy

Focus on building a strong brand presence and fostering community engagement on social media platforms to enhance brand awareness, website conversions and customer retention.

Marketing Plan

Create a content calendar with a mix of promotional posts, user-generated content and interactive elements. Schedule daily posts on Instagram, TikTok and Facebook.

EMAIL MARKETING

Marketing Strategy

Utilise email marketing to nurture leads and build long-term customer relationships by delivering personalised, value-driven content directly to the inbox of your subscribers.

Marketing Plan

Segment your email list by customer behaviour and interests. Design a series of automated email sequences with personalised subject lines and tailored content. Schedule bi-weekly newsletters.

SEO

Marketing Strategy

Increase organic search visibility and drive high-quality traffic to your website by optimising relevant keywords, improving site structure and building authoritative backlinks.

Marketing Plan

Conduct keyword research to identify high-potential keywords. Optimise existing website content for these keywords and create new landing pages. Implement a link-building campaign.

PPC

Marketing Strategy

Drive targeted traffic and increase conversions through cost-effective PPC campaigns on search engines, focusing on high-intent keywords and audiences.

Marketing Plan

Set up Google Ads campaigns targeting specific keywords. Allocate budget to high-performing ads and refine as copy. Monitor and adjust bids and targeting weekly to optimise for maximum ROAS.

INFLUENCER MARKETING

Marketing Strategy

Leverage influencer partnerships to expand your brand's reach and credibility by collaborating with individuals who have significant following in your target market.

Marketing Plan

Identify and reach out to influencers whose audiences align with your brand. Negotiate collaborations for product reviews, sponsored posts, and social media takeovers. Track impact.

AFFILIATE MARKETING

Marketing Strategy

Expand your sales channels and increase revenue by building a network of affiliates who promote your products in exchange for a commission on sales generated.

Marketing Plan

Recruit affiliates through affiliate networks and direct outreach. Provide affiliates with marketing assets like banners and product descriptions. Monitor affiliate performance and optimise commissions accordingly.

EVENT MARKETING

Marketing Strategy

Strengthen customer relationships and generate new leads by hosting or participating in industry-related events that align with your brand's mission and goals.

Marketing Plan

Organise regular webinar series on relevant industry topics. Create event pages, send invitations and promote events on social media. Collect attendee information for follow-up.

CONTENT MARKETING

Marketing Strategy

Establish your brand as an industry leader by creating and distributing high-quality, informative content that addresses the needs and pain points of your target audience.

Marketing Plan

Develop a content schedule for blog posts, whitepapers and case studies. Produce two blogs per week and one in-depth whitepaper per quarter. Distribute via email and social media channels.

PUBLIC RELATIONS

Marketing Strategy

Build and maintain a positive public image by managing media relations and strategically positioning your brand in the press through newsworthy stories and events.

Marketing Plan

Write and distribute press release for product launches and major milestones. Pitch stories to relevant media outlets and arrange interviews with company spokespeople. Track coverage & reaction.

DIRECT MARKETING

Marketing Strategy

Target specific customer segments with personalised marketing materials tht create a lasting impression and drive response rates through direct mail campaigns.

Marketing Plan

Design and print custom postcards with personalised offers. Segment your mailing list and schedule mailings to coincide with key dates like holidays or customer anniversaries. Track response rate.

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