

BREAKING BARRIERS

Advanced Marketing Playbook

Introduction

At its core -- marketing is about one thing, and one thing only: TELLING A STORY. Everything else is simply the way in which to tell the story.

There are many marketing books on the market that can guide you through the various components of marketing, but in this book what I aim to do is build those components into a blueprint and bring it to life so that you can learn what you read and utilize it for your own business.

A marketing plan is a large, and complex entity, that requires ongoing research, planning, adjustment, and management. The marketing plan is the structure, the strategies the goals, and the tactics the executable actions to achieve them.

Marketing has become more complex and challenging than ever before, with new technologies and platforms emerging constantly.

Whether you're marketing to businesses or consumers, selling products or services, there is a story involved. And this book will set aside an entire chapter describing how to define the story, and how to tell it -- and subsequent stories that encompass who the company is, why they do what they do, what they offer, and why the buyer should care. Expanding beyond the story, you have to develop a cohesive brand with not only a coordinated set of narratives across the channels -- in which to disseminate those stories --, but also a philosophy and identity that permeates the departments of the company itself.

This book will guide you step-by-step in creating a blueprint roadmap to develop a cohesive brand and market it.

The topics we'll cover in this book include

Chapter 1: What is Marketing - Learn what the core components of marketing are, the fundamentals of developing and managing a marketing campaign, and how it can benefit your business.

Chapter 2: Why vs What - Understand the importance of communicating your brand's purpose and values to your audience in a way that will attract like-minded "believers".

Chapter 3: The Three Stages of the Buyer Journey - the content you publish needs to align with where a buyer is on their journey.

Chapter 4: Budgeting - Learn how and when to allocate resources effectively.

Chapter 5: An Effective Narrative Map - A detailed step-by-step guide on how to develop your narrative, what it should contain, who it should target, and how it should resonate with your audience and strengthens your brand.

Chapter 6: Building A Cohesive Brand - Build a consistent and recognizable brand identity that spans across all marketing channels and throughout your business management team.

Chapter 7: Tactics vs Strategy - Understand the difference between marketing tactics and strategy, and how to use both effectively.

Chapter 8: Utilize Social Media Marketing - Learn how to use social media platforms to reach and engage with your target audience. Built it and they will come is a myth, not a strategy, and not all social platforms are the same. Where you display, when, and how all matter.

Chapter 9: Analyze Marketing Metrics - Measure the effectiveness of your marketing campaigns and adjust your strategy accordingly.

Chapter 10: 5 Ways to Incorporate AI into Your Marketing Plan - we'll review 5 types of AI to automate and empower your marketing plan.

Whether the following quote was factually made by Bill Gates or not, the sentiment rings true nonetheless:

“If I was down to my last dollar, I'd spend it on public relations”

As a component of marketing, public relations is a powerful tool if you know how and when to use it correctly. But a public relations campaign is not necessarily a tool for every business, so we'll examine who should and should not engage in hiring a PR firm, or how to do it yourself.

“If you build it they will come” is a myth, not a strategy. As such building a marketing campaign, or even setting up social media pages does not unto itself yield success.

A successful marketing campaign requires research, planning, execution, and a budget to achieve it. If you're serious about marketing your business, then buckle up, and let's get to it.

Ready to Start Marketing Effectively?

Congratulations on taking the first step toward understanding the fundamentals of marketing, learning the inside secrets of marketing experts, improving your marketing skills, and growing your business. Whether you are a seasoned marketing professional or a beginner, this book will provide you with the insights, tools, and strategies you need to develop and execute successful marketing campaigns. Each chapter is designed to help you build a strong foundation in marketing principles and apply them to your unique business needs. As you complete each chapter, you will gain valuable insights into various marketing techniques and learn how to measure their effectiveness. You will also have a list of resources and tools that will assist you in implementing the strategies you learn.

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