

Start with Strategy: Six Key Marketing Components

This comprehensive tool helps to dive into your brand's current communication and content landscape. The aim is to uncover key insights that will help set strategic marketing priorities and create a tailored marketing tactical plan.



Audiences: Who needs communications

List all audiences that need communications.

AUDIENCES:



Messages: This is what we have to say

List your brand specific key message pillars and any campaign-specific messages that need to be communicated through multiple elements and channels.

MESSAGES:



Elements: Our content

List the elements that you want to highlight to your audiences and gain their interest and engagement. Some examples might include: Specific product/services / offerings, upcoming events, etc.

ELEMENTS:





Channels: The methods we use to deliver our content



List all channels that you are currently using and any you want to add.

CHANNELS:



Responsibility: People who will help create + deliver our content

List all internal and external resources that are responsible for content creation, editing, review, approval, placement, etc.

RESPONSIBILITY:



Measures of Success: This is how we'll know we are successful

List the metrics that will help you know if your messages are getting the attention of your audiences through the proper channels. *Note: Just because you can track something doesn't mean you should. Be sure your metrics are indicators of success.*

MEASURES OF SUCCESS:

Let's elevate your communication effectiveness + bring your brand to life!

Start the conversation. Connect with us at
cheri@mercurycreativegroup.com



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