

- Psychological (interests, attitudes, values, etc.)
- Purchasing behavior (frequency of purchases, customer loyalty, etc.)

Once you have customers divided into target groups, it will be much easier for you to come up with advertising messages. It is important to know who you are addressing.

Marketing tools

When meeting your marketing goals, it is important to know not only which target group you are addressing, but also which marketing tool you want to choose. Each marketing tool is different and you can use it to address different target groups. For example, you can use radio, television or the press, which are no longer such a mass thing as they were thirty years ago. But the ability to measure the success of your ad is limited and complicated.

Online marketing tools have gradually become the most important advertising tools in the last twenty years. And we will talk about them later. Each online marketing tool offers the possibility of addressing a different target group in a different way (i.e. at different stages of the purchasing process etc.). And it is the improvement of marketing communication with regard to the individual phases of the purchasing process that we will talk about in the next chapter.

Marketing strategy

Once you know your goals, your audience, the tools you want to use, and your budget, you can go to creating your marketing strategy. The goal of a marketing strategy is to meet long-term goals, such as retaining and gaining clients, market share, or retaining a competitive advantage, by effectively investing funds and human resources.

As it was already said, marketing strategy is closely related to company strategy. You can use it when creating the marketing strategy. Creating it should then include the following steps:

Internal company analysis

You should first analyze your business and product. You should know what your strengths and weaknesses are and what the opportunities or potential threats are for your business. The SWOT analysis will help you with that.

Competitors analysis

Analyze your competition. Think about how to differentiate yourself from the competition. What makes you unique and unmistakable for your customers. Also make advantage of your advantages. Also, see what works for your competition and get inspired. There are many monitoring tools available today that can help you. The most common are Similarweb, SEMRush or Sprout Social.

Choosing your target group

The product or services that a company offers often determine who will be the target group. Define your target group based on the mentioned criteria and choose the appropriate communication style accordingly. Your communication style should be consistent. Customers from your chosen target group should then identify with your brand and product in the long run.

Setting marketing and communication goals

Set specific measurable marketing goals and set your communication goals. Create a model of the purchasing process a your customer goes through it. Marketing goals should reflect the whole process. This means that you should focus not only on the number of closed deals, but also, for example, on reaching new customers, loyalty and satisfaction of existing ones. The following chapter will help you with this. Then mainly monitor and evaluate your goals on an ongoing basis.

Selection of suitable marketing tools

Finally you need to choose the right marketing tools to help you meet your goals. You can be successful with a corporate website, social media, search engines or even e-mail campaigns. Each tool has its own specifics, we will discuss them in the next chapters. It is important for you to find out what will work for you and create your own marketing mix of communication tools.



Tip: See also the articles **How to Create Functioning Advertisement for Your Company**, **How to Create Functioning Advertisement for Your Company: Key Message** and **How to Create Functioning Advertisement for Your Company: Written Brief** to help you create an advertising message.

So consider whether you e.g. pay attention to existing customers enough, or whether you are not spending on some PPC campaigns unnecessarily. If so, try to plan your online marketing strategy according to See Think Do Care principles.



STEP 3: CREATE A WEBSITE

Making of website is no longer just for developers. Thanks to CMS systems, small and medium-sized businesses tend to manage, and sometimes create their web pages on their own. In this case, however, it is necessary to think that the creation of the site is quite extensive project. So how do I create a website? And which CMS system to choose?

The days when ordinary HTML-written websites were enough as corporate presentations are long gone. **Web technologies have since undergone incredible development** and very often medium-sized businesses also have websites that are an unimaginable organism for the common mortal. The website itself is written in several programming languages. You can add databases with which the site works or links to third-party systems. All this requires a very sophisticated know-how, behind which stands an unimaginable number of hours of development.

But technological progress has gone so far that even small and medium-sized businesses can create relatively advanced websites without a deep knowledge of programming. They are made possible by increasingly user-friendly tools, led by CMS systems, or editorial systems.

However, as the demands of developer's knowledge gradually decrease, the demands for knowledge of marketing or graphic design have continued to grow. Therefore, if you want to create user-friendly, attractive and popular sites, you do not need to be a developer, but rather a manager who will get ready for the project on behalf of the new website.

Systematic procedure

If you work systematically, you'll get a better result, and much faster than when improvising. Plan and assign tasks to colleagues, graphics, developers, or SEO specialists

Main topics of the site

Most of the time, customers will answer this question. Do they want to know what you're offering? How much does your services cost? Do they need to get in touch with you? Share this information clearly in the menu on your website.

This means that you can create Products/Services, Price List, or Contacts. If you're looking for work force for your business, you can also create a Careers page. Do you have an interesting history as a company? Then you can create a About Us page. You may even often work with the press. In this case, the site deserves a media section where journalists or PR managers can find, for example, your logo in print quality. The possibilities are really limitless.

Key words analysis

There are several ways to attract potential customers to your site. For example, they can search for you on Google or the List based on a keyword.

And it's by analyzing your keywords to see what specific terms your customers can find you under. For example, they can search for "pizza in Kansas", "CRM in Outlook" or "cheap laptops". It depends on your business. You can use Keyword Planner in Google Ads to help you analyze it.

Analyze your competition

As they say, the neighbor's grass is always greener. If a competitor can inspire you in something, and most of the time they really can, look over the fence.

Let's say you offer printing services. You will definitely include contact information and price list on your website. Most companies, however, won't want to send an order right away. They want to send you a request, and if they don't see a request form on your site, they might leave the site right away. So what is such a form supposed to look like? Take a look at the competition's website and you'll find that in addition to the name, e-mail and phone, they also have fields for dimensions and number of pieces in the poster printing form. This will make the user experience more pleasant, leave a professional impression, and the communication will be faster.

Define the website structure

Once you've identified the parts of your your site, now it is the time to startputing

all the parts together. In practice, this means that you should prepare a wireframe for developers. A successful site should be particularly clear for users. This means that it should be based on the principles of the UX design.

One advice above all – important information should usually be at the top. The deeper the information is on the website, the less likely the user is to reach it. For example, the menu should be almost always at the top in accordance with this principle.

Other elements of websites such as blocks of text or buttons are already individual, industry by industry, business by business. Maybe you can still go back to analyze competition. For example, if there is a phone contact on the start page on the van rental website, they probably have a reason for it.

Design

Do you have an empty concept of your site or wireframe in front of you? You can start filling it. What should your site design look like? What to focus on?

The visual style should be in harmony with your brand. Focus mainly on colors, whether, for example, they fit your scope, and font. The text should be clearly divided into headings, paragraphs, and so on, and it should be easy to read.

Content

You may have an idea of the content of your site as soon as you're dealing with previous points. Now it's time to fill the web with text, functional forms, buttons, images, and so on. Not only at this point, you may find that the whole process does not go in a flawless chronological way, and you will return to the previous points. Some heading or text may be too long. So you'll go back to the design and maybe reduce the font, or you'll need to rearrange the content on the page..

SEO on-page

Analyzing keywords as mentioned above is the basis for SEO, or site optimization for browsers. However, the analysis itself is far from over, if customers are to stream to your site through browsers, you need to focus on your site's content from the point of view of SEO – in other words, focus on the so-called on-page SEO factors. This means, for example, that your site's headline, individual page names, alt labels of the images used, and other parts of your site match the search terms.

In any case, SEO needs to be considered when developing a website. Most websites are relatively easy to manage in the administration environment, which is now a common thing to use. However, the ability to modify individual SEO factors must be in the assignment for the developers of your site. If there is no one in your company who would deal with this issue, it is ideal to contact a SEO specialist.

Web testing

A thorough testing of the website before launching it is very important. Your site should not be tested by potential customers, as any shortcomings may discourage them and a bad first impression will always be a bad impression.

You may find that images don't display properly in some browser or on mobile devices, the form doesn't work, or the search doesn't work properly. There are really a lot of mistakes you can come across.

Website launch

Before launching the site, you should not only have the site tested as such, but also make sure that the SEO settings (especially the robots.txt and sitemap.xml files) are set up correctly so that Google indexes your site from the beginning. Google offers a number of custom procedures and tools to review and, if necessary, correct this setting..

SEO off-page

You still need to pay attention to the mentioned on-page SEO factors even after the launch of the website. At that moment, however, you should also pay attention to the so-called off-page factors. The most important ones are the so-called link building or building backlinks to your web site.

You can register your company and your website in online catalogs of companies, publish articles on third-party servers, or even establish cooperation with an influencer.

Continuous checking of site functionality and SEO

Checking the functionality of your site and indexing it on Google should become a regular routine. It often happens to companies that their website does not appear on Google (beware, this often happens when renaming pages or switching to new hosting) or, for example, adding goods to the cart stops working on the e-shop. The sooner you find out,

campaigns very well, a truly capable specialist can produce such results that the profits will outweigh all the costs associated with running campaigns in the long run. You may find that it pays to use completely different online marketing tools to promote your product or service.

STEP 6: BUILD A FAN BASE ON SOCIAL MEDIA

Marketing on social networks is constantly evolving. Since the launch of Facebook, a long-term trend has been the loss of text, visualization, and content shortening. Its successor Instagram is even more dynamic in this respect and there is no indication that this trend is going to slow down. So, the question is whether the use of the marketing potential of these social networks is the direction you should take.

With the growing number of users, Facebook, Instagram and other social media are becoming increasingly competitive in terms of marketing. This naturally increases the demands on sophistication and time-consuming creation, and management of marketing campaigns. But sometimes it is the must and you have to follow the trend. Of course, after careful consideration. You need to know that you are reaching your target audience and spending adequate resources on your campaigns. Let's see what is the marketing potential of Facebook, Instagram and other social media.

Facebook

Most probably it is not necessary to introduce the most popular social network. Facebook is an ideal platform for companies whose target group are the Millennials. 77% of Millennials use Facebook daily and it is used by over 80% of users in all categories in terms of revenues. It is obvious that Facebook has a very wide target group. It is also a very competitive environment. What can you do to succeed?

Every company should have its own Facebook profile. That is also the case even if they don't intend to use paid ads. Unfortunately, the average organic reach of the post is only 6.4% out of the total fans. Build your fan base so that your posts can reach as many users as possible without paid advertising. Plan your contributions every day, if possible. Focus on rich content, using pictures, videos, articles, or podcasts. Encourage your customers to interact with you and to respond to their questions in time. Certainly, shared and active organic content has a much greater reach. In addition to regular activities on your site, you can also organize a contest. This can bring a lot of new fans to your site. However, make sure