

Marketing: Week 4

Implementing and measuring your marketing strategy.

What is it:

In this video we will look at how to implement your marketing strategies and measure the impact they are having.

Common problems/mistakes:

- Start-ups do not track the progress and effectiveness of their strategies;
- Business owners do not make changes to their strategies quick enough.

Why is it important?

- Provides vital insight that can be used to grow your business;
- Highlights opportunities for growth;
- Identifies areas for concern before they become a problem.

How to do it well?

Screen share:

- Strategy monitoring template.

Template/checklist:

Marketing strategy monitoring template.

Tips for success:

- If you can't measure it, you can't improve it;
- Don't cheat yourself. Record and track your progress regularly;
- Review your progress on a monthly/quarterly.

Task:

Schedule your actions and monitor the results using the template provided.