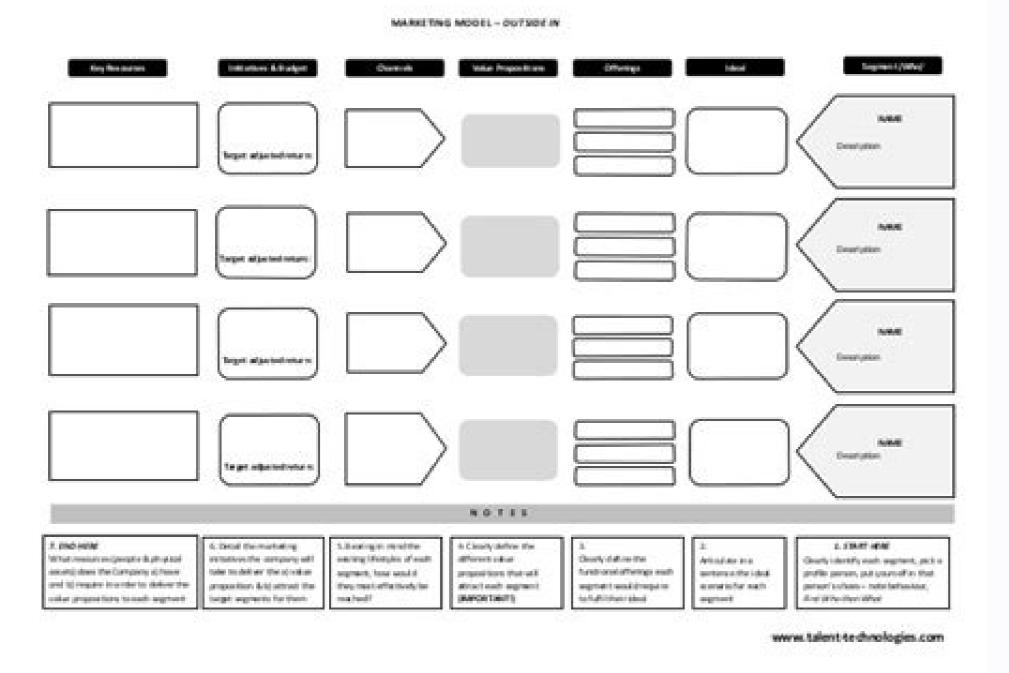
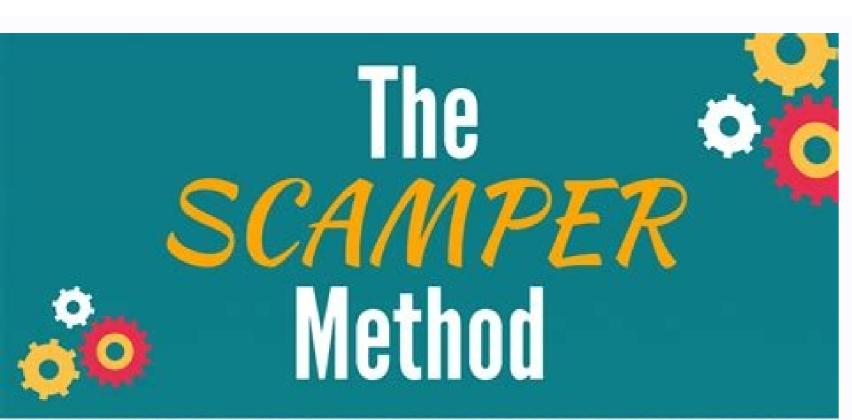
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### Substitute

Replace a part of your product, service or process with another



#### Combine

Combine ideas, processes or products into one more efficient output.



## Adapt

Adapt an existing idea that might not have worked before to solve a problem.



# Modify

Modify an aspect of your situation or problem, for example by magnifying or minifying them and see whether it gives you a new insight or whether it adds any value.



#### Put to another use

Put current processes or products that were intended for a specific purpose to another use to solve problems.



## Eliminate

Eliminate or simplify a process or idea to get to improve it, but also to identify its most important aspect.



# Reverse

Reverse the orientation or direction of a process or product, do things the other way around, completely against its original purpose.

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Slideshare uses cookies to improve functionality and performance and to offer you relevant advertising. If you continue browsing the site, you agree to the use of cookies to improve functionality and performance and to offer you relevant advertising. If you continue browsing the site, you agree to the use of cookies on this website. See our privacy policy and user agreement for details. A creative strategy is a project that outlines how you need it for corporate growth. We will also discuss the different parts of a creative strategy and the general steps you can take to create One. Strategy is essential to win in the game of chess. You need to plan your moves to get over the competition if you want to be the last standing player. In the business world, a creative strategy is a detailed plan of how you will achieve your goals. You will use this strategy to overcome competitors in cunning and appeal to customers or customers in ways they do not yet think. In this piece, we will explain what a creative strategy and the general steps you can take to create one. What is a creative strategy? A creative strategy is a model that your company creates that outlines the way you expect to achieve specific goals and goals, such as your company's brand identity, long-term marketing and business growth. An effective creative strategy involves a mix of strategy is a model that your company creates that outlines the way you expect to achieve specific goals. In your strategy, you should: your target audience Identify the actions you wantway to ensure that your final product is aligned with your expectations. The declaration of the creative team a clear idea of how they should go on with a project and who should have in mind when they create results. Test ASANA for the management of the project10 to be placed when you build your creative strategy is important that your creative strategy is important that your creative strategy is important that your creative strategy is unique in order to be able to overperform competitors, but the best way to start the strategic process is with a list of simple questions. Any marketing team can use these questions to make ideas flow when writing their creative strategy. What is the voice of our brand? The voice of your say, but also how you say it. In essence, your voice is like you want your audience to feel on you through every form of communication. Do you want to have a fun and casual voice or a more formal and informative tone? It is important to stick to the voice of your main objectives? clarity in your strategic approach, which makes it easy to build the rest of the strategy. Who is our destination audience? Knowing who you are trying to reach your marketing message is crucial for your creative strategy. Without a specific destination audience, you will spend useless time and money to spread your message to people who are not interested in your brand. What do our customers want? Once know your target audience, use market research to determine what they want from you. The best way to ensure that your marketing message will need a main focus, but it should also align with the voice of your brand. If you sell a product or service, your message might focus on how to best serve your final user. If you are creating results for a customer, your message might focus on solving their problem. What invitation to action will we use? Customer-centric products and services require an invitation to action so that you can act on your users. Depending on your reference market, your invitation to action may be bold or may be thinner. What will our results be? After identifying what your customers or customers and determine if your team members have a available bandwidth. What marketing channels will we use? Your target audience probably uses specific marketing a younger audience, focus your campaign on social media channels such as Instagram and Twitter. The older audience can use Google more frequently, which will require you to focus more on Seo.â What's our budget? Your project budget determines how you plan and do your creative ideas. You may have an innovative strategy is not worth it. How long do we have to develop the Creative Strategy? Building a creative strategy takes time because if you are not accurate during the planning stage, the execution phase will go wrong. Knowing the time sequence of your project is important so you can stay in thesethunderstorms and plan accordingly. The steps of the free marketing strategy to write a creative strategy use questions above as a painting when writing your creative strategy. You will see that many of these questions go hand in hand with the process described below. 1. Define your goals use the objectives of your creative marketing strategy feels cohesive. Tip: do your smart goals so that they are easy to measure and monitor during strategy execution. For example, one of your goals may include the increase in your customer base by 10% year by year. Your creative strategy would then dictate how it is expected to achieve this objective. 2. Writing a declaration of creative strategy Your declaration of creative strategy is like a declaration of mission, with the attention that is: "Because we are writing this creative strategy, for whom we are writing, and what value I bring?" The aim of answering this question incisively without losing any of the main points. Tip: The goal of your creative strategy is to communicate your gaming plan to everyone within your organization. When discussing the value of the product or service, be sure to include how it is expected to stand out from your competitors. An example of a declaration of creative strategy can be: â € œWe the best B2B and B2C managers who use social media platforms such as LinkedIn and Facebook to be so impressed with our joyful and humorous marketing campaigns that reach us for help with their marketing. â € Read: 7 steps to complete a social media audit [with model] 3. Choose your successful metrics, the successful metrics, the successful metrics, also known as KPI, will help you trace how well your strategy is making against your main objectives. Knowing the metrics from the first day can give time to determine how better to trace them. To you can have social media and financial metrics with different platforms to track each. tip: Once you choose successful metrics for your creative strategy, set the milestones of the project for when monitoring these metrics. during these checkpoints, determine whether your strategy is progressing as expectedIf you need to change direction.4. Determine your message and target wour target message and target audience include a significant part of your message. Who you are writing is a key factor in deciding how you should build your message. Tip: the most effective way to know if your target audience and deliver a message they would like to listen. Set up a budget that you can set up an accurate budget for your creative strategy by outlining everything you think about spending money on. Items you should include in your budget may include: Advertising software paid for projects or creative programs of internal service vendors if you don't start with a detailed budget, you can easily exceed the budget without noticers. To adapt your budget accordingly before spending money. If you notice that the expected expense is too robust, you will have time to look for cheaper suppliers or plan a more economical strategy. Creating a timeline can keep your project in the budget and make sure the end user is satisfied. For example, if you develop a product and your customers expect a specific release date, they may lose confidence if you do not deliver on time. Instead, to ensure that everyone stays on the good road, add milestones to the timeline for team members to follow. Then, create Gantt charts to view the contingencies between project tasks. Read: Strategy vs. Tactics: What's the difference? 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