

I'm not robot!

Key Messages	Value Proposition & Budget	Channels	Value Proposition	Offerings	Model	Segment (Who?)
	Target audience value is					NAME Description
	Target audience value is					NAME Description
	Target audience value is					NAME Description
	Target audience value is					NAME Description

NOTES

- | | | | | | | |
|---|---|---|--|--|--|---|
| <p>1. END VIEW
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> | <p>2. DECIDE THE MARKETING
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> | <p>3. CHANNELS
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> | <p>4. VALUE PROPOSITION
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> | <p>5. OFFERINGS
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> | <p>6. MODEL
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> | <p>7. SEGMENT (WHO?)
What issues or concepts do you need to address the Company of these and to require in order to deliver the value proposition to each segment?</p> |
|---|---|---|--|--|--|---|

The SCAMPER Method



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.

Sources:

- <https://itemind.com/scamper/>
- <https://www.ideaconnection.com/thinking-methods/scamper-00022.html>
- <http://www.designorate.com/a-guide-to-the-scamper-technique-for-creative-thinking/>
- <http://www.cleverism.com/idea-generation-problem-solving-using-scamper-technique/>

AN EXAMPLE OF A Marketing Plan Checklist

*Developed by the Agricultural Development Center
At The University of Tennessee*

MONTH ONE	MONTH TWO
<input checked="" type="checkbox"/> Direct mailing to all within the Hometown city limits <input checked="" type="checkbox"/> Media Day celebration <input checked="" type="checkbox"/> Billboard rental <input type="checkbox"/> Newspaper advertisement <input type="checkbox"/> Product sampling <input type="checkbox"/> Begin frequent buyer program	<input type="checkbox"/> Newspaper advertisement <input type="checkbox"/> Continue frequent buyer program <input type="checkbox"/> Billboard rental <input type="checkbox"/> Direct mailing to specific orgs <input type="checkbox"/> Product sampling <input type="checkbox"/> Discount coupons
MONTH THREE	MONTH FOUR
<input type="checkbox"/> Newspaper advertisement <input type="checkbox"/> Billboard rental <input type="checkbox"/> Sponsorship of community little league <input type="checkbox"/> Continue frequent buyer program <input type="checkbox"/> Product sampling <input type="checkbox"/> Discount coupons	<input type="checkbox"/> Newspaper advertisement <input type="checkbox"/> Billboard rental <input type="checkbox"/> Continue frequent buyer program <input type="checkbox"/> Product sampling <input type="checkbox"/> Discount coupons <input type="checkbox"/> Host AARP meeting

Creative Brief

Why are we advertising
Tempt consumers to try Gray's Cookies because they are the "best tasting yet guilt free pleasure."

Our cherished consumer
Our target
"Proactive Preventers," suburban working moms, 35-40, who are willing to do whatever it takes to stay healthy. They run, workout and eat right. For many, food can be a stress-reliever and escape even for people who watch what they eat.

Consumer's enemy
Temptation and guilt when they cheat.

Consumer insights
Once consumers cheat on their diet, it puts their whole willpower at risk. "Once I give in to a cookie, I can't stop myself. They taste too good. It puts my diet at risk of collapsing. I feel so guilty."

What does our consumer think now?
While Gray's Cookies have achieved a small growing base of brand fans, most consumers remain unfamiliar with the brand and have yet to try Gray's. Those few who love Gray's, describe it as "equally good on health and taste."

What do we want consumers to do?
TRY Gray's, and we know once they do, the great taste will win them over.

Tone we take with our consumers
A safe choice, honest and down-to-earth.

Our brand message

Main message
With Gray's Cookies, you can do what you want and stop feeling guilty over eating a damn cookie.

Support points
Gray's Cookies matched the market leaders on taste, but only has 100 calories and 2g of carbs. In a 12-week study, consumers using Gray's once a night as a dessert were able to lose 5 lbs.

About our brand

Brand Idea
Gray's are the best tasting yet guilt-free pleasure so you can stay in control of your health and mind.

Brand Assets
Story of our New England family recipe, our signature stack of beautiful cookies, and tagline "More Cookie. Less Guilt."

Our ask

Media Choices to explore
Main creative will be 30 sec. TV ad, supported by event signage and in-store display. Carry idea into digital, social media and build a microsite.

Printable MARKETING PLANNER

AMMA ROSE DESIGNS

target MARKET

MARKET: _____

COMPETITORS: _____

KEY WEBSITES: _____

biz ENGAGEMENT

CREATE A METHOD TO ENGAGE WITH CLIENTS

KEYWORD: _____

ask for FE

OBJECTIVE: _____

STRATEGIC TARGETS: _____

website PLANNER

WEBSITE: _____

GOALS: _____

email sales FUNNEL

EMAIL LIST: _____

EMAILS: _____

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 on this website. See our privacy policy and user agreement for details. A creative strategy is a project that outlines how you expect to achieve specific goals and objectives. In this piece, we will explain what a creative strategy is and why 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 is and why you need it for corporate growth. We will also discuss the parts of 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 objectives. An effective creative strategy involves a mix of strategic goals and innovative approaches to achieve these goals. In your strategy, you should identify your target audience, the actions you want to take to reach that audience, and the resources you will need to achieve your goals. The declaration of the creative strategy - or a brief description of how your strategy appeals to your destination audience - also give the creative team a clear idea of how they should go on with a project and who should be in mind when they create results. Test ASANA for the management of the project to be placed when you build your creative strategy is important that your creative strategy is unique in order to be able to outperform 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 brand is the personality of your company. Your voice includes not only that you 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 brand, whatever you choose, because this item builds awareness and trust. What are our main objectives? Your main objectives are the final goals you want to achieve through your marketing campaigns. When you define your goals, get 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 or 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 plan succeeds is to talk about the needs of your end user. What is our main message? The 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 will 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 want, you can create creative resources that fit this need. Consider which resources you will need to create such resources and determine if your team members have a available bandwidth. What marketing channels will we use? Your target audience probably uses specific marketing channels depending on their demographics. For example, if you are 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 Search and Display. What's our budget? Your project budget determines how you plan and do your creative ideas. You may have an innovative strategy for marketing a new product, but if you don't have the money to put that strategy in place, then the 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 these storms and plan accordingly. The steps of the free marketing strategy to write a creative strategy use questions above as a pointing 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 to build your piece by piece. Everything in your strategy should concern these goals so that your 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: "We are 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." 3. Choose your successful metrics, the successful metrics, also known as KPIs, 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 expected if you need to change direction. 4. Determine your message and target your target audience include a significant part of your creative strategy. This is where creativity comes into play and you want to consider everything, from length and tone to delivery 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 message fits your target audience is to create people. Detailed characters make it easier to put you in the mind of 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 noticing. 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 timesheet on 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? Creative Strategy Example: Content Marketing ContentA gntekram gntekram tnetnc Inemeganam Inemeganam teojorp rof anasa yfT sroltepmoc ruoy enlistuo of rhtegot krow dna srebmem maet htiw smeti esent erahs neht nac uo' .ecalp eno ni siPK rotinom dna .stegdub tes .senlemi dliub of erawfiros Inemeganam teojorp esu .deznagro gnihtyre peok of .ygetarts evitaerc a etucexe dna dliub of maet detacided a deom lIAA. xeuo Yerawfios Inemeganam teojorp htiw ygetarts evitaerc ruoy tennocCA .A.ecnamrofrep etaluave of shtnom lanotidda eerht .noitaerc fo shtnom eerht -enilemiT .noitcurorp oediv dna noitaerc tsoj OES cinagro .gnisitrevda diap no TNEPS K001 "e A 05 S: tegdubA .SEINAPMOC C2B DNA B2B TA SEVITUCEEE POT SI ECNEIDUA Tegrat ruo: eceidiau tgratA A e e . yas lIAA.eyoht eph ew .krow ruo ees stneic nehW .sevlsemt rof kaeaps dluohs sliks ruo dna .suorumuh dna lufoj eb lliw egassem ruO .egasseM.segap scitylana margatsni dna koobecaF hguorht srewolfod dna .skilc .serahs .stnemmoc . 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