

Strategic Marketing



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Key ideas

1. Strategy is designing a way to deal with a challenge. A strategy is a coherent set of analyses, concepts, policies and actions that respond to this challenge.
2. Know and recognise your biases
3. Understand the need AND how to segment, target and position.
4. Positioning: Designing a brand's image and value offer so that customers know and understand what your brand stands for.
5. Create your funnel.



Top Tips

1. Always ask yourself, what is the strategy here?
2. A great marketer is obsessed with understanding what makes people think.
3. Your opinion is irrelevant.
4. Think 'single minded proposition'.



Recommended reading

Good Strategy, Bad Strategy: Richard Rumelt – even if you just read the first two chapters.

- **Positioning:** April Dunford
- **How Brands Grow:** Professor Byron Sharp
- **Influence: The Psychology of Persuasion:** Robert Cialdini
- **The Choice Factory:** Richard Shotton



Top 6 feeds to follow

@markritson Marketing professor and columnist. Insightful, down to earth.

@MarketingWeekEd The leading UK magazine for marketing news, trends and opinion.

@rshotton Lots of great stuff on behavioural science and advertising.

@adcontrarian Old school advertising guy from the US. Not for the fainthearted.

@mweigel Valuable insight from an incredible strategic planner

@marketoost Brilliant, fun insightful cartoons on marketing.