

The 2019 Marketing Conference

We don't need no education
...or do we?

Marketing Strategy
Low Cost/No Cost Resources





Marketing Strategy

Speaker



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The Standard



What is Marketing Strategy

“ An organization’s strategy that combines all of its marketing goals into one comprehensive plan. ”

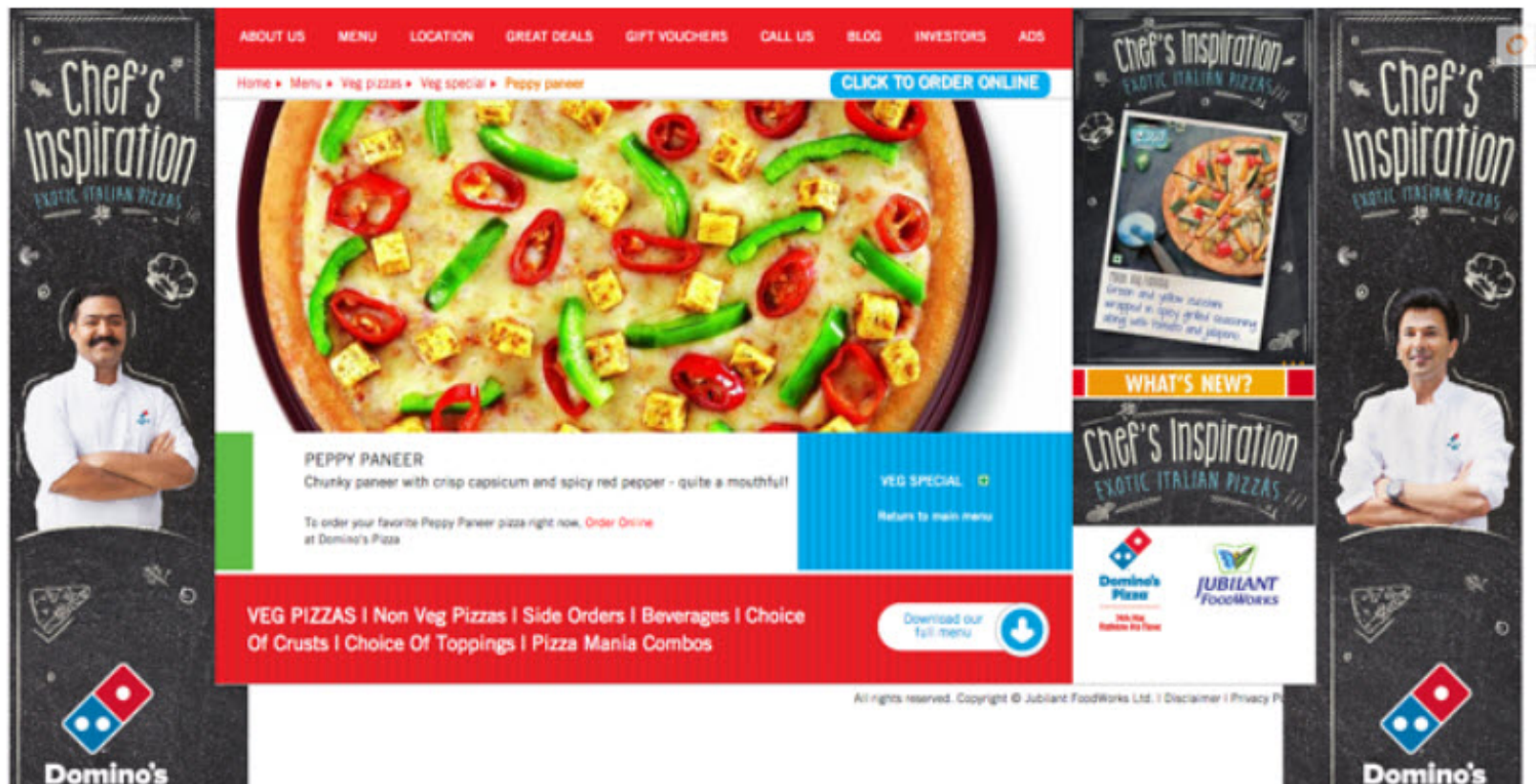
MARKETING STRATEGY





What is Marketing Strategy

“ A company’s marketing strategy consists of long-term activities that contribute towards developing strong brand awareness. ”





Marketing Strategy Value

“We’ll just produce a new brochure this year. We don’t need to develop entire plan.”

Ever said something like this? At first glance, it may seem like the cost of creating just one or two marketing pieces is a cost-effective marketing approach. But look a little deeper to see the value of following a comprehensive marketing plan.



Marketing Strategy Value

What is the value of marketing strategy?

- **Increased visibility**

- A marketing plan will help you identify the platforms your customers are actively using and focus your outreach where it will generate the most response.

- **Improved efficiency**

- Get more out of your budget by leveraging parts of one project across multiple platforms.

- **Consistent branding**

- When materials are produced on a piecemeal basis, it's easy to lose consistency in your brand, messaging, and design

- **Measurable results**

- Analyze what is and what's not working for you, or you're not going to know what to do the next time.



Marketing Strategy

Marketing Strategy

- **It's valuable...**
- **I should have one...**
- **But how do I learn about marketing strategy???**



Resources for daily inspiration

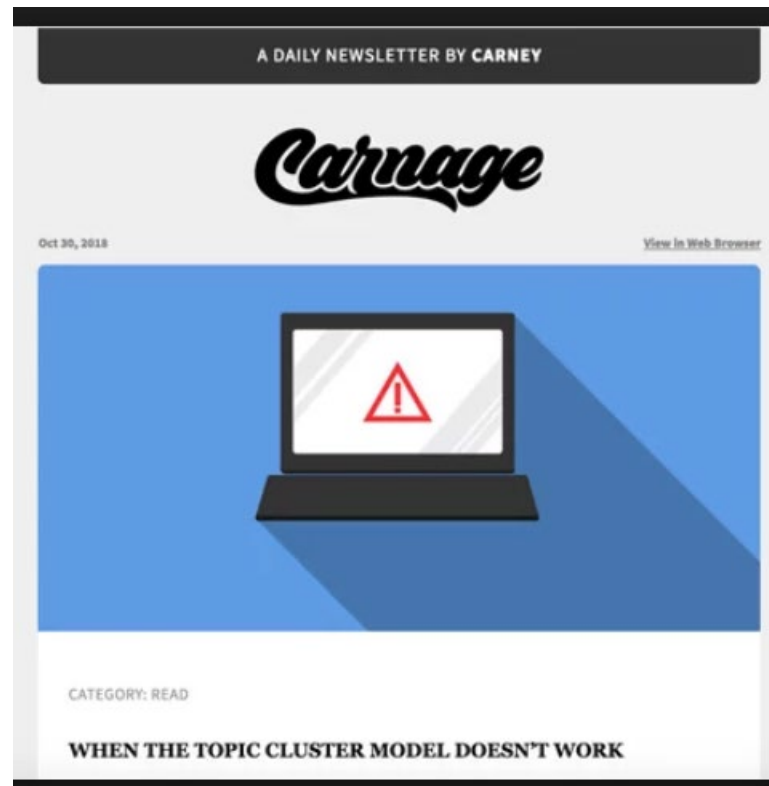
- Daily inspiration on social media:
 - Harvard Business Publishing Corporate Learning @HBPCorpLearning
 - Ideas and insights from Harvard Business Publishing Corporate Learning





Resources for daily inspiration

- Daily inspiration to your inbox:
 - The Daily Carnage Newsletter - carney.co/daily-carnage
 - Handpicked list of the best marketing content delivered to your inbox each day.





Resources for daily inspiration

- Blogs to follow:
 - Marketo - <https://blog.marketo.com/>



Professional Development

Why Collaboration Is the Key to Building Better Products

By: Shachar Shamir



Modern Marketing

When Clients Win, You Win: The Value in Building Relationships Over Client...

By: Drew Kossoff



Modern Marketing

5 Strategies to Address New Challenges in Asset Management Marketing

By: Ashley Eleveld



Event Marketing

Event Marketers Are Ignoring the Power of Video—Here's How to Catch Up

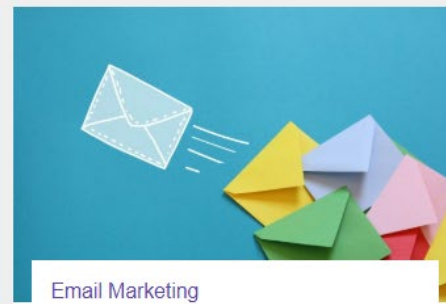
By: Rachel Grate



Search Engine Optimization

How SEO Can Drive Your Marketing Initiatives

By: Brian Thomas



Email Marketing

Don't Call It a Comeback: Drip Campaigns Have Been Here for Years

By: Tim Ozmina



Resources to listen to

- Training resources on your schedule:
 - Creative Pep Talk podcasts - www.creativepeptalk.com

221 - HOW PERSONAL LIFE EXPERIENCE LEADS TO DEEPLY AUTHENTIC WORK W/ SUZY ULTMAN PART 2



PART 2 of my conversation with my friend
Suzy Ultman!

THIS IS THE PART WHERE we go DEEP into
Suzy's life story as she graciously shares her
experiences with having a sibling with
terminal cancer, moving through a divorce and
finding a self worth fighting for. We also talk
about how these formative life experiences
translate to new depths in your creative work.

This conversation was deeply transformative
for me as a person and artist and I know it will
be the same for you!



Resources for on-demand training

- Online training resources on your schedule
 - HubSpot Academy - academy.hubspot.com

Popular Courses

Marketing Sales Service Tutorials

Course Title	Type	Lessons	Completion Time	Action
Inbound Sales	CERTIFICATION COURSE	5 Lessons	2hr 11 minutes	Get certification
Email Marketing	CERTIFICATION COURSE	9 Lessons	3hr 21 minutes	Get certification
Content Marketing Certification Course	CERTIFICATION COURSE	11 Lessons	4hr 1 minutes	Get certification
Growth-Driven Design	CERTIFICATION COURSE	7 Lessons	4hr 12 minutes	Get certification
Inbound Marketing	CERTIFICATION COURSE	8 Lessons	3hr 18 minutes	Get certification
Inbound	CERTIFICATION COURSE	7 Lessons	2hr 25 minutes	Get certification
Business Writing: Master High-Impact Writing With ...	SHORT COURSE	3 Lessons	1hr 17 minutes	Start course
Developing an End-to-End Instagram Marketing Strat...	SHORT COURSE	3 Lessons	1hr 35 minutes	Start course



Resources for on-demand training and tools

- Online training resources and tools accessible on your schedule
 - Futur - www.thefutur.com

A banner for the Futur website. The background is a dark, chalkboard-like surface with a hand visible on the left side, holding a piece of chalk. The text is written in white, bold, sans-serif capital letters. At the top, it says 'WELCOME TO YOUR FUTUR'. Below that, in a smaller font, it says 'CONTENT, COURSES, AND TOOLS DESIGNED TO HELP CREATIVE PROFESSIONALS.' At the bottom, there are two blue rectangular buttons with white text. The left button says 'SHOP VIDEO COURSES' and the right button says 'SHOP TOOLS & TEMPLATES'.

WELCOME TO YOUR FUTUR

CONTENT, COURSES, AND TOOLS DESIGNED TO HELP CREATIVE PROFESSIONALS.

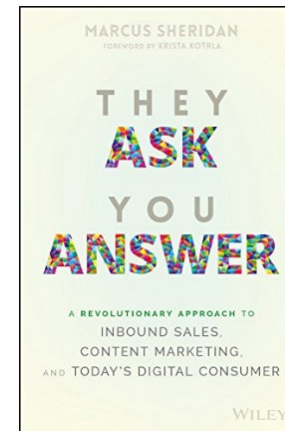
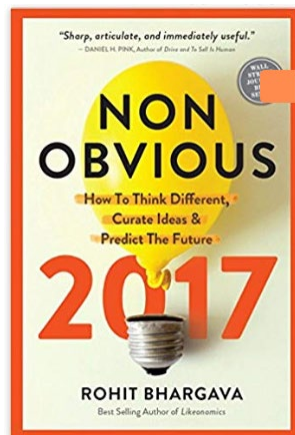
SHOP VIDEO COURSES

SHOP TOOLS & TEMPLATES



Resources for reading

- Books
 - Non-Obvious: How to Think Different, Curate Ideas & Predict the Future by Rohit Bhargava
 - Future Marketing: Winning in the Prosumer Age by Jon Wuebben
 - They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer by Marcus Sheridan





Thanks!

Questions?