



MARKETING STRATEGY TEMPLATE

**MOTHER
LODE**



**GREAT MARKETING
= CLARITY & FOCUS**

The four big questions.

Getting to the point.

Marketing, like architecture, has some core fundamentals.

Most marketing strategy templates will ask you a bunch of questions about the four Ps (price, product, promotion, place). Those are important questions – but, in our experience, they don't get to the heart of the thing that is holding back most companies from marketing success.

After 20 years of writing marketing strategies for businesses big and small, we've come to the conclusion that there are four big questions that need to be answered before your marketing can be successful.

WARNING: These questions are often hard to answer. Very hard. But, as with most things in life, it's the hard stuff that counts.

This Motherlode Marketing Strategy template is designed to help you get started on answering the four most important marketing questions.

If you get stuck and need help, just shoot us an email:
hello@motherlodemarketing.com.au.



1. What is your unique value?

How is your product or service unique? That's the key question your customers want to know. Most products and services are very similar to those of the competition. Why should they buy from you?

Be Objective

When we ask most business owners this question, they often give an answer like the following:

We are just... better.

We are friendlier.

We give better customer service.

Our product / service is superior.

And there might be some truth to those answers.

But think for a second – don't your competitors say the exact same thing? I've never yet come across a business that says "Our products aren't as good as our competitors, and our customer service is worse too, but hey, you should buy from us anyway!"

So those answers aren't good enough. You need to come up with something that is truly objective.

If you think your product or service is superior, how can you back that up? Has it won awards? Has it received outstanding independent customer reviews? Has it been stress tested in a laboratory? How does yours stand out from the pack?

Maybe you don't have a unique value proposition? That's okay, don't panic. You just need to create one. There are always ways to supplement your existing product or service in way that create unique value.

This is why 100% Money Back Guarantees were invented. Or "Buy Now, Pay Later" offers. And "Free Consultations".

Get creative. If you can't think of a unique value proposition, the next question might help.

2. What problems do you solve?

Every business exists to solve one or more customer problems. Which problems are you able to solve better than your competition?

When we ask business owners this question, they often start talking about the features and functions of their products / services.

But features are not problems (at least we hope not!). Features and functions are how your product or service solves the problems that your customers have.

Your marketing needs to start with talking about the problems that your products solve.

The reason you need to be clear about the problems you are solving is that communicating that you understand them is the best way to resonate with your customers.

“WE SOLVE *THIS* PROBLEM”.

Once the customer says to themselves “oh great, I would love to have that problem solved”, *then* you can tell them how your product solves it – which is when you get to talk about your features and functions.



3: HOW DO YOU COMMUNICATE YOUR VALUE IN THREE SECONDS?

People are very busy. When they come across a piece of your marketing collateral, whether it's an online ad or a brochure, they are going to give it a limited amount of their time and attention until you capture their attention.

THE THREE SECOND RULE

You have about three seconds to catch their interest. Can you communicate your unique value in three seconds?

We think about the marketing journey as having distinct steps. At each step you get a little more of your prospect's time and attention.

Think about the steps like gears in your car.



The first step (gear) is your marketing campaign. It might have a call to action embedded in it (eg “Call Today!”) or it might drive people to your website. Either way, you only have three seconds to get their interest before they click away, turn the page or bin the brochure. Three seconds is long enough for three words and a picture.

If you can capture their attention in that three seconds, you might keep it for another 15 seconds – they might read a couple of sentences. If you still have their attention after that, you might get them for a couple of minutes – read more, watch a video, etc.

But a common mistake business owners make is to throw a page of text and four images at people when they first come across a piece of marketing. It’s information overload.

So you need to work out how to reduce your unique value proposition down to three words and a picture.

4: HOW DO YOU BUILD TRUST?

You understand my problem.
You have a unique solution.

Your products and services may sound terrific. But engaging you is going to take up my time and energy. How can I be sure that engaging you is going to be a good use of my time?

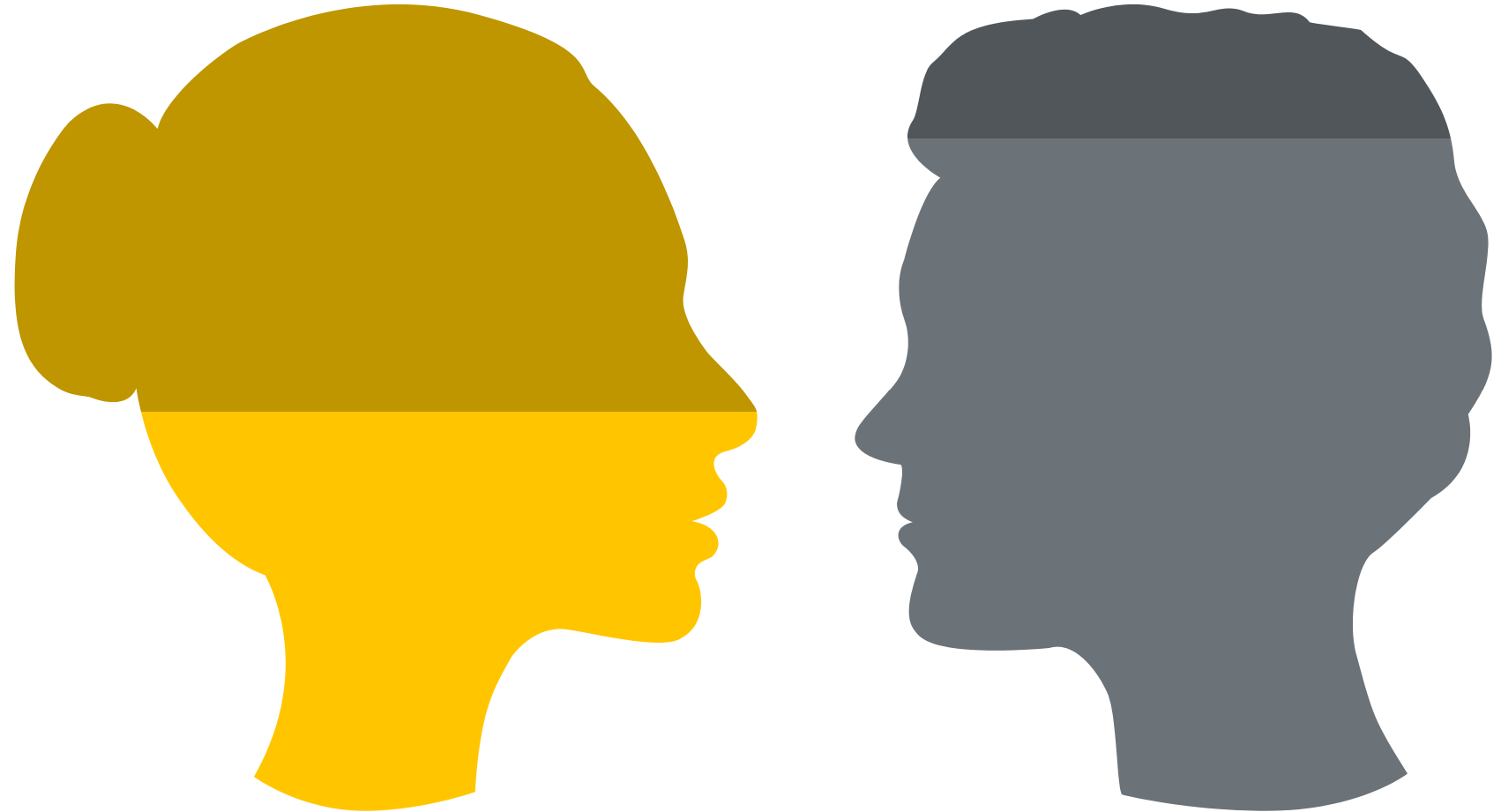
As Billy Joel said: It comes down to a matter of trust. How do I know I can trust you and your firm? This isn't a case of "once you get to know us, you'll trust us." I'm talking about how you build a feeling of trust in your marketing.

TRUSTED ADVISOR

I've heard it said that it takes 20 hours of contact with someone to establish trust. How much harder over a website?

Businesses usually use a combination of customer testimonials, guarantees and before and after photos, to provide a level of comfort to potential customers that you know what you are doing.

Another tactic we like to promote is the use of video on your site. A video of your customers or even of yourself, is a great way to jump the trust hurdle. Tens of thousands of years of evolutionary biology has implanted in humans the ability to “get a feel” for someone from watching them speak. There are lots of subconscious cues we get from eye movements, tone of voice, smiling, frowning, etc, to help us decide whether or not this person sounds trustworthy.



So how are you going to build trust in all of your marketing collateral? Obviously, creating trust in a print advertisement or brochure demands a different approach to a website. Be clear about how you are going to approach it for each kind of marketing.

LET'S GET STARTED

Try to answer the four questions.

1. What is your unique value proposition?

2. What problems do you solve?

3. How do you communicate your value in three seconds?

4. How do you build trust?

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