

Strategy Session

Overview of planning Digital Marketing Strategy



Session Overview

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What is **Strategy**?

- Research into needs and wants
- Testing based on audiences and messaging
- Pattern matching (based on experience)



**STRATEGY =
RESEARCH +
INSIGHTS**

What is Marketing?

The Right Message

- to the Right Person
 - at the Right Time
 - in the Right Place
 - in the Right Format
- **to prompt the Right Action**



**MARKETING =
THE RIGHT
THINGS**

Understanding the Customer Journey

XEN Journey Canvas™ for Solar Dealer | 2021



	Awareness TOFU (Stranger)	Consideration MOFU (MQLs and SQLs)	Decision BOFU (Customer)	Delight (Promoter)
Goals	Attract traffic 200 MQLs per month	Convert leads 100 SQLs per month	Close customers 20 installs per month	Promoters 3 testimonials and 2 referrals per month
Audience 1				
Audience 2				
Audience 3				
Audience 4				
Audience 5				
Messages	Pain points <ul style="list-style-type: none"> • • • • 	Talking points <ul style="list-style-type: none"> • • • • 	Decision points <ul style="list-style-type: none"> • • • • 	Upsell points <ul style="list-style-type: none"> • • • •
Assets				
Topics				
Sources				
Comments				

Understanding the Customer Journey

XEN Journey Canvas™ for Solar Dealer | 2021



	Awareness TOFU (Stranger)	Consideration MOFU (MQLs and SQLs)	Decision BOFU (Customer)	Delight (Promoter)
Goals	Attract traffic 200 MQLs per month	Convert leads 100 SQLs per month	Close customers 20 installs per month	Promoters 3 testimonials and 2 referrals per month
Audience 1	Retirees			
Audience 2	Young families			
Audience 3	Off-grid			
Audience 4	All electric home			
Audience 5	New home build			
Messages	Pain points <ul style="list-style-type: none"> Reducing bills Confusion about the market Crap solar Tariffs and rebates 	Talking points <ul style="list-style-type: none"> How We Help Pricing Brands How to Choose a Reputable Installers 	Decision points <ul style="list-style-type: none"> Why Choose Us How to Get Started 	Upsell points <ul style="list-style-type: none"> Keeping you updated Further ways to save you money What else can we help you with
Assets	Blog posts Ebooks/guides Interactive pages Podcast episodes	Calculators Checklists Webinars Installation tips	Overview of our process Solution offering overview Item costing model Case studies Proposal	Onboarding process guide Surveys and NPS Quarterly check-in Customer support
Topics	Solar marketing trends Tips for choosing solar Common problems	How to guides Research insights Getting quotes	Our process Our customers Our results	
Sources	Facebook ads LinkedIn ads/updates YouTube videos Google AdWords Twitter Ads Google organic	Retargeting ads Email nurtures Bots Referrals	Retargeting ads YouTube videos Personal email reachout Phone calls Meetings HubSpot deal	
Comments				

Understanding the
**Customer
Journey**

THE MODERN ONLINE BUYER'S JOURNEY



Modern Journey example [\(link\)](#)

Understanding the
**Customer
Journey**

Goal is to move the prospect along to the next stage of the journey

- Sometimes it happens quickly
- Sometimes it takes months/years

What is **Marketing Strategy**?

RESEARCH TO FIND:




- the Right Message points
- to communicate to the Right People
- and move them along their customer journey at the Right Time

INSIGHTS TO SCALE:

- at an economically viable cost/investment
- so your business can grow

What is Marketing Strategy?

STRATEGY + TACTICS

				
Right Message	Right People	Right Time	Right Place	Right Format
What are you saying?	Who are you saying it to?	When are you saying it?	Where are you saying it?	How are you saying it?
Strategic			Tactical	

Review History

What marketing has been done previously?

- What research do we have?
- What insights do we have?

If nothing is available, what can we glean by reviewing our current customers?

Plan Future

The Journey Canvas is our guide

- What research do we need to conduct (for each Audience)?
- What insights do we need to track?

Plan Future

TIPS

- ① Look for patterns
- ① Learn how to avoid going too broad or too narrow
- ① Learn how to test + measure


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