

**“Without strategy,  
content is just noise”.**



# Crafting a marketing strategy that **works.**



**Lewis Moran.**  
**Marketing Manager.**



**Delivering impact through  
strategic thinking, creativity  
and collaborative partnerships  
that drive sustained success.**

**Expert minds creating the extraordinary.**

**Branding.**

**Graphic Design.**

**Marketing.**

**Websites.**

# **Why marketing strategies are so important.**

A marketing strategy is an action plan that outlines where the business is now and how you'll help it get to where it needs to be in the future.



**Link your strategy to  
organisational objectives.**

It's what the business cares about most.

**The four key  
phases to creating  
a marketing  
strategy that works.**

- Fact-finding to inform your strategy.
- Solidifying what you need to achieve.
- Creating a plan of how you will achieve the goal.
- Measuring the success of your work.



# Phase one. Background Research.

Helping you to inform your strategy.

## Internal factors.

- What are your organisations objectives?
- What are your key services and their costs?
- What is your current average spend per customer?
- How do you currently get new business?
- What is the sales process after a lead comes in?
- What is your current conversion rate of new leads?
- Are there key times of the year when new leads come in?
- Who are your competitors and what makes you unique?





# Who are your ideal customers.

- Do you tend to work with specific industries?
- Do you want to expand into new sectors?
- Where are your ideal customer based?
- Job Roles: who tends to enquire with you?
- Do they need to commit to working with you for a certain length of time?





# Benchmarking.

## Understand what's working and what isn't.

- How many leads in total did you generate last year?
  - How much did you spend?
  - Avg. cost of acquisition
- Which pieces of content led to enquiries- gives you a good idea of where to focus moving forward.
- How are your channels performing?
  - Website: Traffic sources, events, top pages
  - SEO: Which keywords brings you the most traffic
  - Google Ads: CPC, leads, spend, ROAS
  - Email: Open & CTR, Subject Lines
  - Social: Followers, Engagement Rate



**Phase two.**  
**Setting your objectives.**

Solidifying what you need to achieve.



**Make your goal financially focused.**

So you can clearly demonstrate ROI.

# Setting a SMART goal.

## SMART goals help you to:

- Keeps you focused.
- Remember what's important to your business.
- Ensures the team is aligned in what needs to be achieved.





# SMART goals.

## Specific

The goal is concrete, everyone knows what success looks like.

## Measurable

The goal has clearly defined measures of success.

## Achievable

The goal is challenging, but isn't completely unachievable.

## Relevant

The goal is linked to the organisations priorities.

## Time-bound

The goal has set deadlines.



# Calculating your measurable goal.

Growth goal

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Average customer spend

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Number of customers needed

## Calculating your measurable goal.

Growth goal: £300,000

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Average customer spend: £12,000/y (£1,000/m).

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Number of customers needed: 25

**Remember your conversion rate.**

## Calculating your measurable goal.

Growth goal: £300,000.

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Avg. customer spend: £12,000/y (£1,000/m).

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Number of customers needed: 25

Current conversion rate: 50%

Number of leads needed: 50

## Specific.

Between April 2025 and March 2026, generate 50 new leads, of which 25 become customers, increasing company revenue by £300,000.



## Measurable.

Between April 2025 and March 2026, generate **50** new leads, of which **25** become customers, increasing company revenue by **£300,000**.



## **Achievable and Realistic.**

Between April 2025 and March 2026, generate 50 new leads, of which **25** become customers, increasing company revenue by £300,000.

**Time-bound.**

**Between April 2025 and March 2026**, generate 50 new leads, of which 25 become customers, increasing company revenue by £300,000.

# UNSMART goals.

**Being unrealistic:** ambition is good but completely unachievable goals will just set you up to fail.

**No measurable figures:** how will you know you've achieved your goal if you haven't been specific about what you need to achieve?

**No time frame:** the goal will lack urgency and become difficult to track.





# **Phase three. Implementation plan.**

Creating a plan of how you will achieve your goal.

**Pick the best performing channel first.**

Avoids over-promising and under-delivering.

# Choosing the right channels for your strategy.

Increase traffic	Demonstrate Your Authority	Build Customer Loyalty	Enhance Your Reputation
SEO	Webinars	Email Marketing	PR
Paid Ads	Thought Leadership	Social Media	Awards
	Insights & Blogs	Influencer, EGC and UGC	Referrals
	FAQs	Events	Reviews
	Podcasts		

## Then breakdown each channel you want to use and why.

Channel.	Why we'll the channel.	How will success be measured?
<b>Website.</b>  The website is the end destination and conversion point for all marketing efforts.	To share information about the brand - such as your services, history and employees.	Increasing number of users by 20% (720) per month.  <i>(currently 600 visits per month).</i>
	To provide thought leadership and insight pieces demonstrating our authority in the sector.	Increasing the number of new users by 20% (360) per month.  <i>(currently 300 new users per month).</i>



# Build your implementation plan.

Channel	Team member	Time needed (days)	Q1			Quarterly KPI
			April	May	June	
Website updates	Lewis	1	Create landing page for campaign			Published and live
Thought Leadership Articles	Beth	0.5	Pain Points article writing	Pain points article published		150 unique views
Case Studies	Beth	0.5		Refreshed case study from new client		Published
Organic Social Media	Jeanne	2	Always on			25% increase in LinkedIn followers
Paid Social	Lewis	0.5		B2B Marketing Managers' campaign		Avg. 5 form completions for more information per month
Email Marketing	Jeanne	1	Automation email - sharing resources for B2B marketing managers			35% open rate
Webinars	Whole team	3	GEO: The future of search - Beth	Marketing strategy planning - Lewis	Google Ads for Charities - Jeanne	10 attendees per session
Events	Jeanne	1			In person event at GEL Studios	5 new potential customers come with existing customers

# Set a budget.

10-15% of revenue is considered an average marketing budget.

Remember to account for previous years budget and the results that was achieved.



# How to set your budget.

Put each channel you want to use into one of three categories:

**Essential:** we won't meet the objective without this.

**Important:** This will support us in ensuring we meet the objectives.

**Nice to have:** It would be useful if we have this.





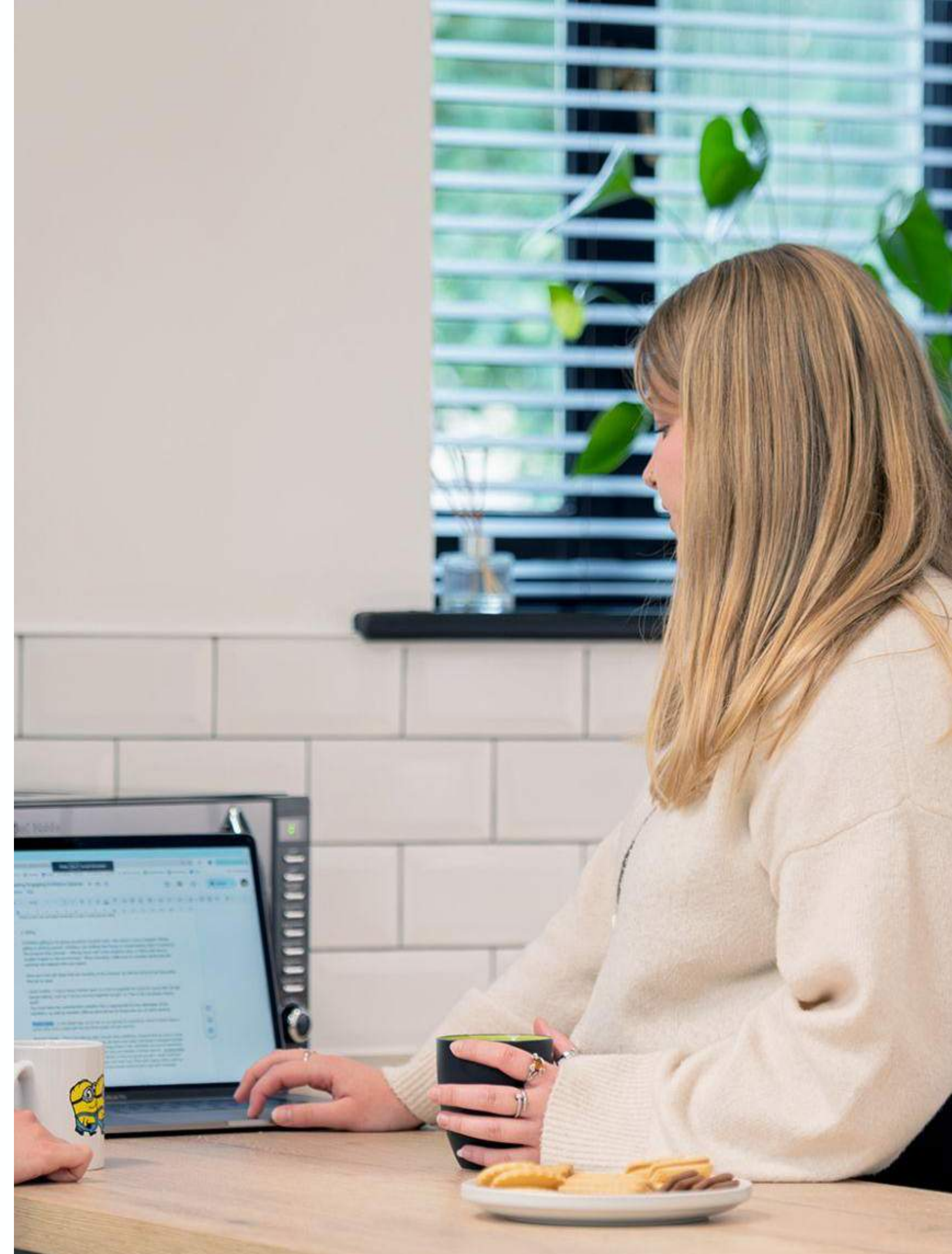
## Breakdown your spending.

	Channels	Q1		
		April	May	June
Essential	Linkedin Ads	£1,000	£1,000	£1,000
	Webinars	£12.99	£12.99	£12.99
	Direct Mail	£500	£1,000	0
Important	Podcast	£15	£15	£15
	Events	£200	£200	£200
Nice to have	Contingency 10%	£172	£222	£122
<b>Monthly spend</b>		£1,900	£2,450	£1,350
<b>Quarterly spend</b>		£5,700		



# Set up tracking before launch.

- GA4, Tag Manager, Search Console
- Sales
- Form fills
- Downloads / Lead Magnets
- Newsletter subscribers
- Keyword positions in SERP
- Call tracking
- UTMs



# Phase four. Evaluation.

Measuring the success of your work.



# Measuring Results.

Build a dashboard or way of continually measuring your progress against objectives.

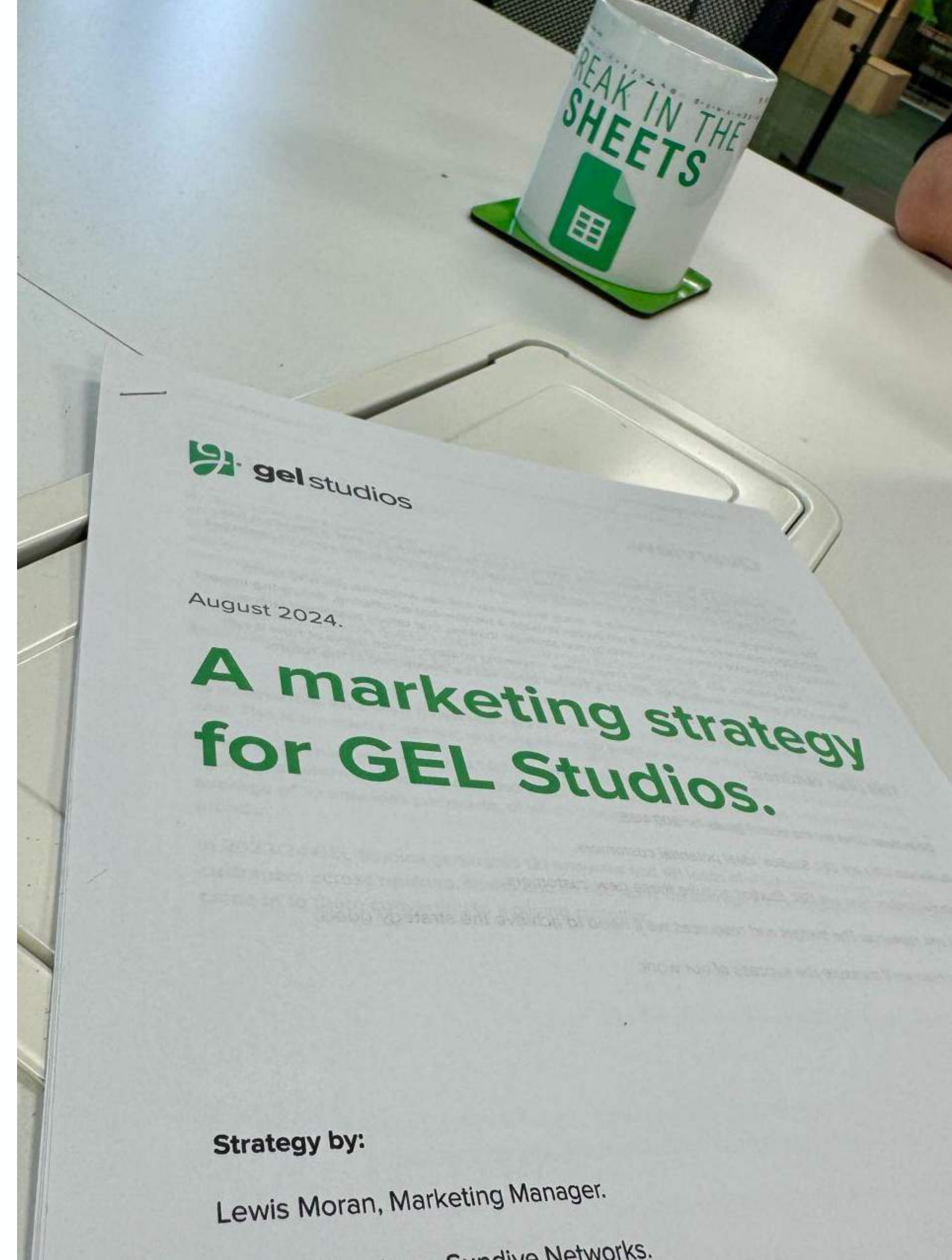
- **Looker Studio** - automatically pulls in all your data points in one place.  
*Additional fees for data sets e.g Mailchimp / META*
- **Spreadsheet/Google Sheets** - Will need to manually update progress.

**Tip: Don't over-complicate how you present the results.**





**Get your strategy signed off.**





# In summary.

- Do your background research.
- Set a SMART goal aligned with your business objective.
- Focus efforts on the best performing channels.
- Continually measure your results.







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**Thank you.**

