



The inescapable truths about marketing

AFM Marketing Forum

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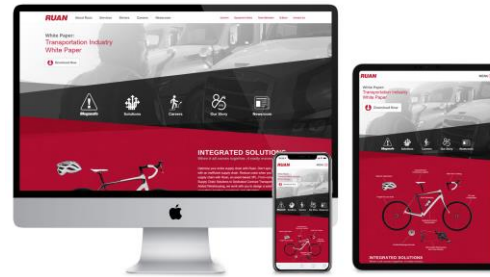
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What's the secret of successful marketing?

Great...



Advertising?



Digital?



Brochureware?



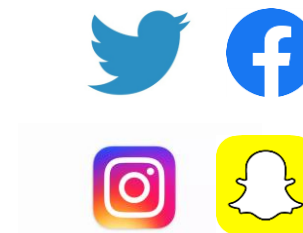
Sponsorship?



Events?



Brand champions?



Social?



Disruption?

Building strong relationships

Paramount to the success of any marketing team



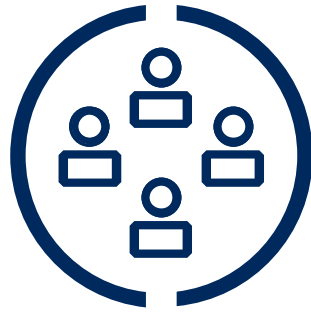


Really getting your target audience

Find out what makes them tick



Research



Events



Talk to
sales

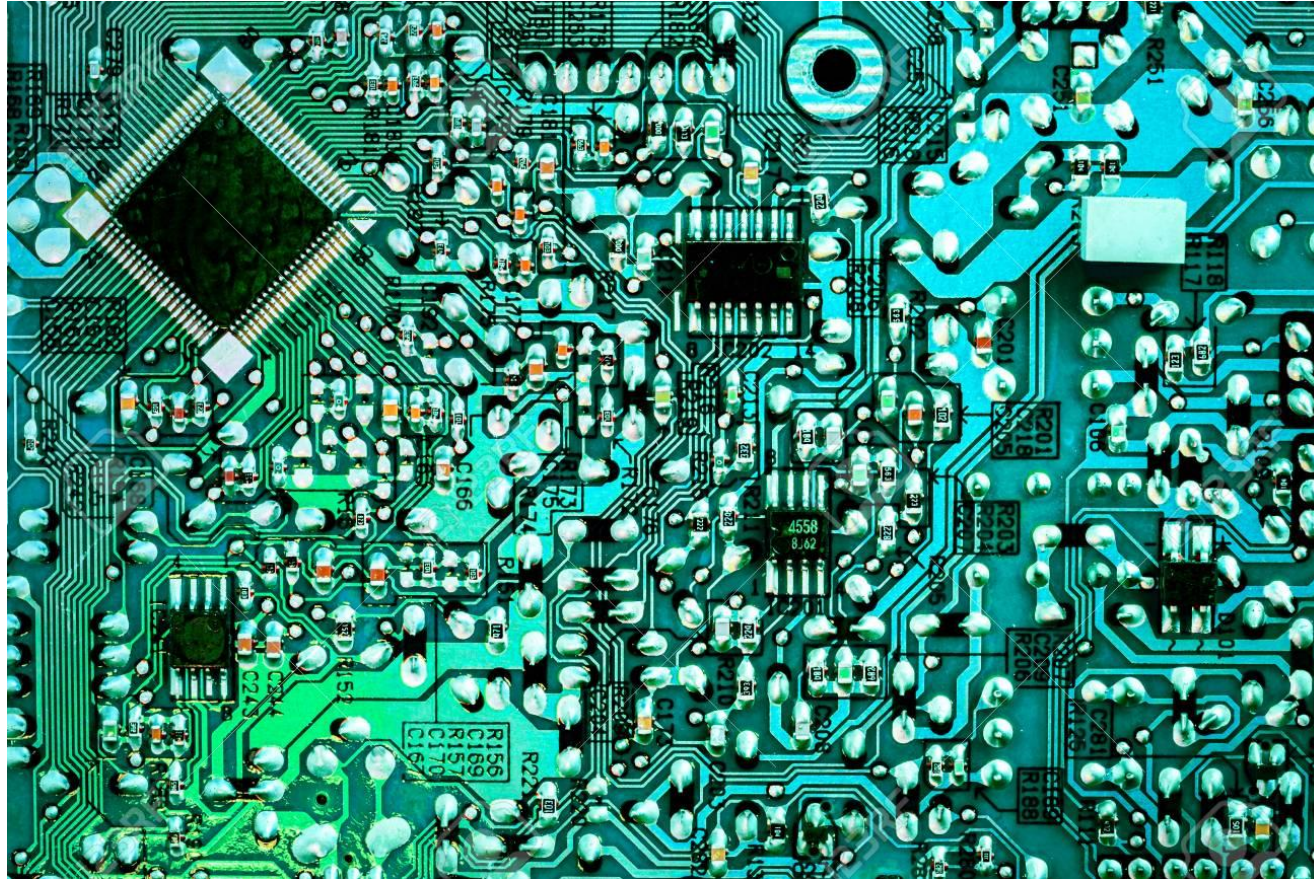
And...



Talk to
them!

Understanding what you are selling

Not just your products but your marketplace and competitors



Weak product knowledge is the Achilles heel of many in marketing

Setting actionable objectives

① ② ③ ④
Do what you do with intent!

Know what
you are
doing and
with whom

Ensure it
supports
your sales
needs

Know what
success
looks like

Challenge,
challenge,
challenge

Being consistent

Developing a distinctive identity and voice and sticking with it



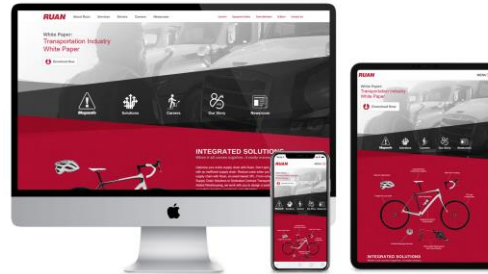
Essential if you want your story to be heard

This will help you to develop (as appropriate)

Great...



Advertising



Digital



Brochureware



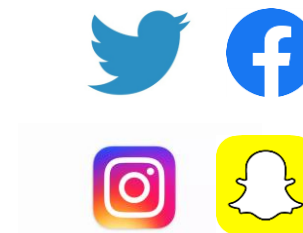
Sponsorship



Events



Brand champions



Social



Disruption

Objectively assessing how you've done



Track your results and be prepared to change

In summary

Tactics aren't the most important factor driving marketing success, its about:

- Relationships
- Knowing your target audience
- Knowing your products
- Setting objectives
- Being consistent
- Tracking your results

Important information

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