

Week 31 Focus – Marketing Review

Focus Question: What needs a tweak with your 5 P's?

DESCRIPTION

Last week we started to take stock of where you are around dialogue and marketing of your work. Whether you are internal, or external, we are regularly marketing ourselves. Internally we may be focused on personal branding and/or creating and positioning a business case for our work. Externally, we want to offer the best item of value to our customers or clients.

When we explore the topic of marketing and program/product design, we often talk about the Marketing Mix or the 5 P's— Product, Placement, Promotion, People, and Price.

Knowing our 5 P's and reviewing it regularly ensures that we are on target with what our customers or stakeholders want.

This week, as review, note what's worked, and what hasn't recently in the five different areas of the 5 P's.



5 P's	What's worked?	What's not worked?
Product: What are you offering?		
Placement: Where is it located?		
Promotion: What vehicles are you using for promotion?		
Price: How much does it cost?		
People: Who is helping to market it?		

ACTIVITY

Use associated worksheet to note what's worked and what hasn't around the 5 P's around your product or service offering.

Undertake a review of your metrics. This could include numbers of subscribers, engagement, posts, views, follows, comments etc. What do you notice?

What's working around your marketing right now?

Consider the business which has come in, over last six months. What sources led to it? What is in the pipeline? What has shaped this?

Do an audit on your content. Consider:

- **Content to be created**
- **Content which is being consumed**
- **Content which could be repurposed**
- **Syndication options – WHERE and THROUGH WHOM could you expand your web of followers and readership?**

CONNECTION TO THE WORKBOOK AND PLANNER

Part of doing a marketing review is reviewing metrics and trends. Take a look back at your notes. What do you notice? You may want to:

- **Review the Annual planners and quarterly tools**
- **Review the monthly daily planners – what do you notice?**
- **Use the Content Creation Tools in the Coaching Business Builder or PlanDoTrack to Track and note ideas you want to action**
- **Use brainstorm list to capture these ideas around marketing**