



Avoiding Random Acts of Marketing



Introduction

Avoiding random acts of marketing (RAOM) is easy when you know precisely who you are marketing to. With this in mind, let's narrow down your customer audience. Once you have nailed this, you can rest assured that your marketing will:

- Speak directly to your audience with messaging that appeals to their wants and needs
- Be placed on the right platform so that it actually gets seen by your target audience
- Help gain your best possible return on investment (ROI) for your marketing budget by accurately targeting your audience



The STP Marketing Framework

A classic and effective model for audience identification and messaging.

Segmentation: Who do you want to get in front of?

What are the major demographic characteristics (age, income, location, etc.) of my potential customers?

What are their interests, hobbies, and lifestyle choices?

Interests	Hobbies	Lifestyle choices

What are their needs, pain points, and challenges?

Needs	Pain points	Challenges

What are their buying behaviors and preferences?

Buying behaviours	Preferences

Are there any existing sub-categories or groups within my overall market?



Targeting: What action do you want them to take?

- Visit your website
 - Get a quote
 - Call you
 - Visit in-store
 - Download free guide
 - Something else: _____
- _____

Positioning: What do you need to tell your audience about your offering so that they take action?

What are the strengths and weaknesses of my product/service compared to competitors?

Strengths	Weaknesses

What unique benefits does my product/service offer to my target audience?

How can I communicate my unique selling points (USPs) clearly and concisely?

What does my target audience care about most in relation to purchasing my product/service?

How can I position my product/service to resonate best with what my audience cares about most?



Marketing platforms: How do you get in front of them with the message?

Where does my target segment spend their time online and offline?

Online	Offline

What communication channels do they prefer?
Tick all that apply.

- Social Media Email Blogs Traditional advertising
- Something else: _____

What type of content resonates most with them on each channel?

Channel	Content

What is the budget and resources available for each channel?

Channel	Budget and resources

How can I measure the effectiveness of each communication channel?



For experts:

How much should you spend to acquire a new customer?

Knowing your customer acquisition cost (CAC) is essential for marketers as it helps you to understand your costs (are you actually making money from your marketing?), optimise your marketing efforts and ultimately, make more money.

This is a simple concept but it can take a little time to find the numbers. We've outlined it on our blog, here: mintdesign.co.nz/blog/CAC

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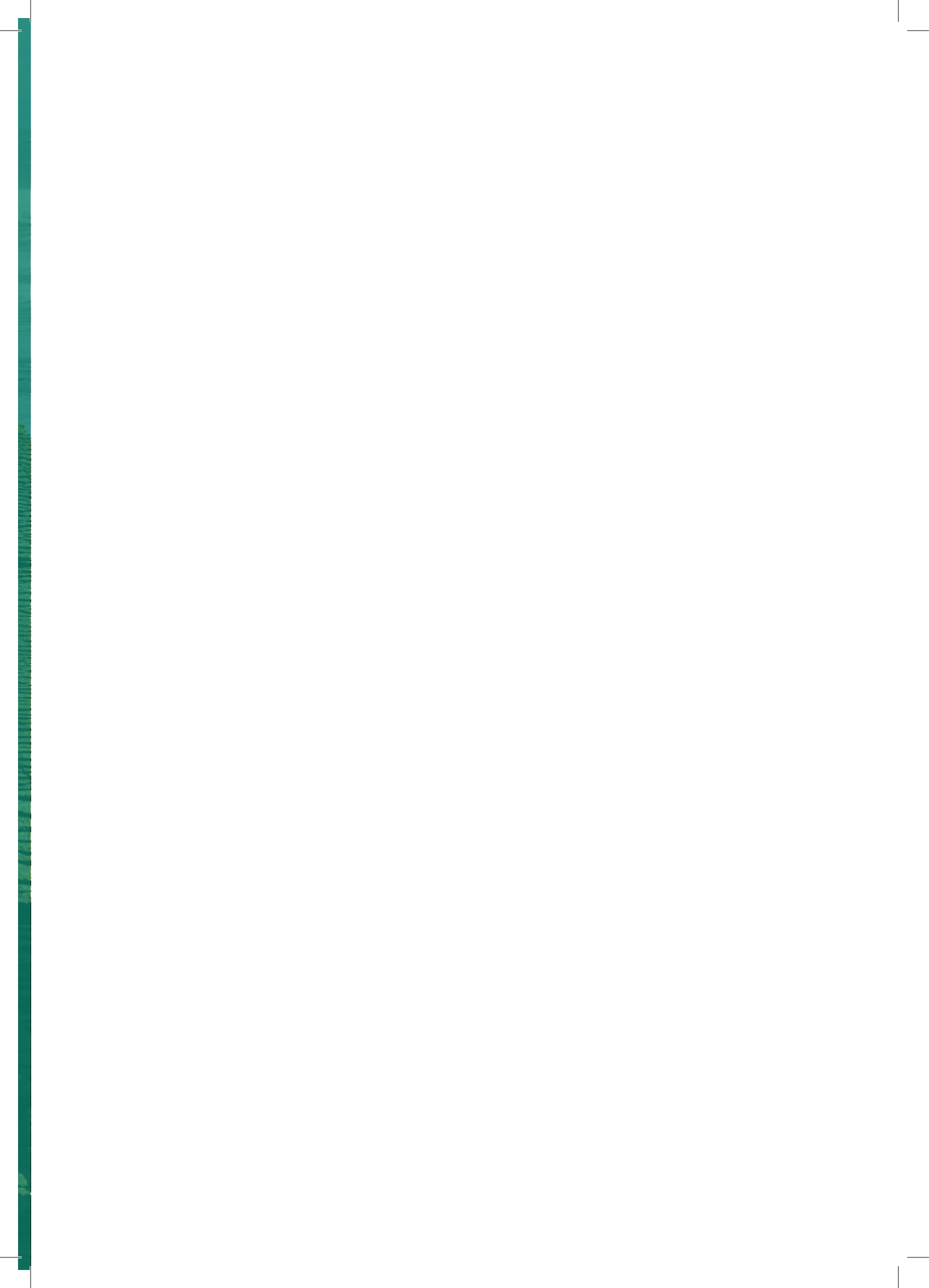
Pro tip!

A marketing rule of thumb to keep in mind is that the smaller your marketing budget, the smaller (and more specific!) your audience that you're targeting should be.

For example:

A large housing company with a \$2 million dollar annual marketing budget may have 3 broad target audiences, empty nesters, first home buyers, and families with children.

A small accounting firm with a \$50,000 annual marketing budget may have a more specific audience: Small business owners with turnover of up to \$750,000 per year who are local to the Hornby area.





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