



# AMONGST

## Marketing Makeover

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Review, revamp and renovate your  
marketing with strategy and content

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connect to convert

## Introduction

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If your marketing efforts are a little stale, and you're not seeing much reward for the time and money you spend, it's time for a **Marketing Makeover**.

You don't need to spend more money, all you need is some time to **assess**, **research** and **plan** for a new marketing strategy that gets you better results.

This **Marketing Makeover** workbook is also designed to give you clarity on:

- Your brand, point of difference and marketing message
- Who you're up against
- What your clients really want
- What marketing works for you and what doesn't
- What marketing you actually need to do – and what you don't
- How to use resources you already have to save time and money
- Who you may need help from to achieve your marketing goals

**So, let's get started...**

## Section 1: Assess — where are you at now?

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To get the most from your Marketing Makeover, first review where your business is now.

Let's look at your USP and how you communicate that in your messaging.

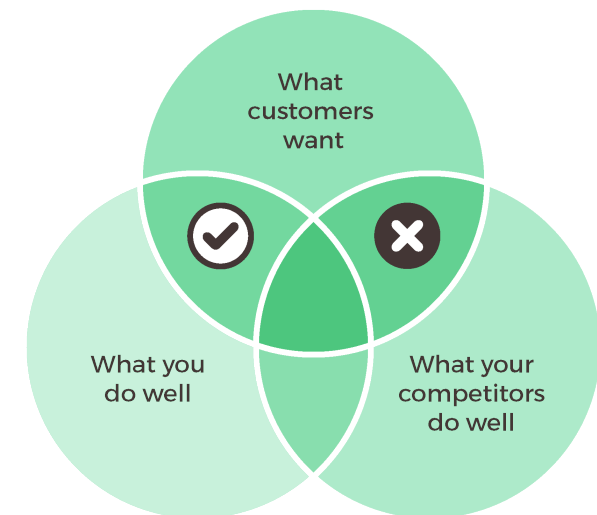
Below is an outline and space for you to describe your USP and Message now, but don't worry if you get a little stuck. Further down we will revisit this after other steps that may give you more insight about your USP and message.

### USP — Unique Selling Proposition

**You need to know your USP so you can communicate it to your target market in a way that matters to them.**

#### **A compelling USP should be:**

- Assertive, but defensible.
- A specific position that forces you to make a case against competing products that is more memorable than a generic stance, like “we sell high-quality products.”
- Focused on what your customers value: “Unique” won't count for much if it's not something your target customers truly care about.
- More than a slogan: While a slogan is one way your USP can be communicated, it's also something that you can embody in other areas of your business, from your return policy to your supply chain. You should be able to talk the talk and walk the walk.



**What a USP shouldn't be:**

- Specific marketing offers—like 10% off, free shipping, 24/7 customer service, or a strong return policy
- Something your competitors can copy

**How would you describe your current USP? Write your response below:**

**Marketing Message**

After you look at your USP, you need to decide how you'll tell your audience about it – in a way that makes them care.

**What is a Marketing Message?**

It's the way your business talks to your target market. It aims to embrace them and create a community around your brand.

**Your marketing message:**

- Informs your sales messaging and all aspects of your customer-facing communications.
- Is the overall story your company and products are telling.
- Is the specific style and manner in which you tell that story.

**Ask yourself these questions:**

- What does your brand stand for?
- What emotions should people associate with it?
- How do you talk to your customers and prospects?
- Is your image more casual and friendly, or more professional and buttoned down?

**How would you describe your current Marketing Message? Write your response below:**

## Section 2: Research

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### Research your competitors

Let me be clear: you're not looking at the competition so you can copy them. You don't need to, now that you're confident about your USP and messaging.

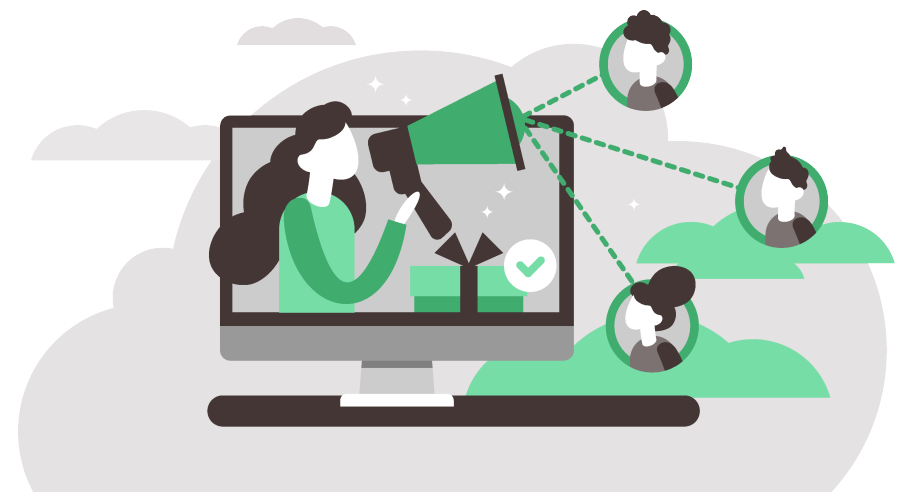
The aim is to see what your competitors are doing well and not so well. To look at their marketing message, how frequently they market and how much engagement they get.

Doing this shows you what marketing approach to take and what *not to do*. It also helps you identify gaps in your market and opportunities to take advantage of.

Choose 3-5 competitors and write their names in the columns beside yours in the grid below. The first column lists some criteria to compare between your business and your competitors.

Once you've filled in this table, you can easily identify things like:

- any gaps (this could become your USP),
- things your competitors don't do well, that you can possibly do better
- something they DON'T do that you DO (again, this can be part of your USP)
- an opportunity you may have not previously identified.



Competitor comparison chart

| Criteria                                | You | Competitor 1 | Competitor 2 | Competitor 3 |
|---|-----|--------------|--------------|--------------|
| What do they say about themselves       |     |              |              |              |
| What are their price points             |     |              |              |              |
| Where are they located                  |     |              |              |              |
| What are their social platforms         |     |              |              |              |
| Do they have case studies               |     |              |              |              |
| Do they blog                            |     |              |              |              |
| What sort/level of clients do they have |     |              |              |              |

|   |  |  |  |  |
|---|--|--|--|--|
| What is the quality of product or service (be honest)               |  |  |  |  |
| What is their range of products or services                         |  |  |  |  |
| What is their website appearance and navigation like                |  |  |  |  |
| What is their process for ordering or starting services             |  |  |  |  |
| What is their speed of delivery for product or results for services |  |  |  |  |
| What is their reliability of delivery for products                  |  |  |  |  |
| What is their reliability of delivery of results for services       |  |  |  |  |



## Survey your clients

Why do this? Because the reasons *you* think people like working with you could be different to *their* reasons!

For this exercise, I recommend getting someone outside your business to survey your clients, so they can be more open and honest with their feedback. It only needs to take 10-15 mins max per client.

**Your aim is to answer this question: What pain did they have that made them see YOU as the person to solve it?**

Doing this can lead you to a USP or messaging you hadn't thought of. It helps you zero in further on what sets you apart so your messaging is even more relevant to your market.

**List your clients below (at least 3-5):**

**Questions to ask:**

1. How did you find out about <Company>?
2. How long have you been using/dealing with them?
3. What have they been doing for you?
4. What are the pains you were experiencing that made you use their services?
5. What fears concern you that initially held you back from taking on their services?
6. Do you know of the other services they provide?
7. How often do you use them?
8. What would you like to see/hear that would compel you to use their services more often?
9. What do you like most about them?
10. What would you like them to do more/less of?
11. Have you or would you recommend them to someone else? **How would you recommend them (what words/phrases/emotions would you use to describe them)**
12. Do you follow them on social media – LinkedIn/Facebook – what do you see/like/dislike?
13. What were the frustrations you had when dealing with other businesses that provide these services?
14. What is it that you don't like about doing business with these types of companies? E.g. people hate going to the GP or specialist due to the extensive wait times.

## SWOT Analysis

### What is a SWOT Analysis?

It's a mostly internal view of what's going on for your company now and in future. Here you're identifying your organisation's Strengths, Weaknesses, Opportunities and Threats.

**Your aim is to look at how you can turn any Weaknesses into Strengths and Threats into Opportunities.**

|                           |   |
|---------------------------|---|
| <b>S</b><br>Strengths     | <ul style="list-style-type: none"> <li>• Things your company does well</li> <li>• Qualities that separate you from your competitors</li> <li>• Internal resources such as skilled, knowledgeable staff</li> <li>• Tangible assets such as intellectual property, capital, proprietary technologies etc</li> </ul> |
| <b>W</b><br>Weaknesses    | <ul style="list-style-type: none"> <li>• Things your company lacks</li> <li>• Things your competitors do better than you</li> <li>• Resource limitations</li> <li>• Unclear unique selling proposition</li> </ul>   |
| <b>O</b><br>Opportunities | <ul style="list-style-type: none"> <li>• Underserved markets for specific products</li> <li>• Few competitors in your area</li> <li>• Emerging need for your products or services</li> <li>• Press/media coverage of your company</li> </ul>  |
| <b>T</b><br>Threats       | <ul style="list-style-type: none"> <li>• Emerging competitors</li> <li>• Changing regulatory environment</li> <li>• Negative press/media coverage</li> <li>• Changing customer attitudes toward your company</li> </ul>   |

Your SWOT Analysis – write down your analysis in the table below:

|                                       |  |
|---------------------------------------|--|
| <div>S</div> <div>Strengths</div>     |  |
| <div>W</div> <div>Weaknesses</div>    |  |
| <div>O</div> <div>Opportunities</div> |  |
| <div>T</div> <div>Threats</div>       |  |

## PEST Analysis

### What is a PEST Analysis?

Here you're assessing influences your business may not have any control over: Political, Economic, Social and Technological. But it doesn't have to be all negative.

Your aim is to find positive influences you may be able to capitalise on (e.g. small business tax breaks, grants, automation) or be prepared for situations you would normally be reactive to – instead you can be proactive.

|                           |   |
|---------------------------|---|
| <b>P</b><br>Political     | <ul style="list-style-type: none"> <li>• Political or politically motivated factors that could impact the organisation</li> <li>• Examples include: Government policy, political stability or instability, bureaucracy, corruption, competition regulation, foreign trade policy, tax policy, trade restrictions, labour/environmental/copyright/consumer protection laws, funding grants and initiatives, etc.</li> </ul>                                    |
| <b>E</b><br>Economic      | <ul style="list-style-type: none"> <li>• Overall economic forces that could impact on your success.</li> <li>• Examples include: Economic trends, growth rates, industry growth, seasonal factors, international exchange rates, International trade, labour costs, consumer disposable income, unemployment rates, taxation, inflation, interest rates, availability of credit, monetary policies, raw material costs, etc.</li> </ul>                       |
| <b>S</b><br>Social        | <ul style="list-style-type: none"> <li>• Social attitudes, behaviours, and trends that impact on your organisation and target market.</li> <li>• Examples include: Attitudes and shared beliefs about a range of factors including money, customer service, imports, religion, cultural taboos, health, work, leisure, the environment; population growth and demographics, immigration/emigration, family size/structure, lifestyle trends, etc.</li> </ul>  |
| <b>T</b><br>Technological | <ul style="list-style-type: none"> <li>• Technology that can affect the way you make, distribute, and market your products and services.</li> <li>• Examples include: Technology and communications infrastructure, legislation around technology, consumer access to technology, competitor technology and development, emerging technologies, automation, research and innovation, intellectual property regulation, technology incentives, etc.</li> </ul> |

Your PEST Analysis

Doing both these exercises helps you be prepared – to be proactive rather than reactive to any influences. Write your analysis in the table below:

|                                       |  |
|---------------------------------------|--|
| <div>P</div> <div>Political</div>     |  |
| <div>E</div> <div>Economic</div>      |  |
| <div>S</div> <div>Social</div>        |  |
| <div>T</div> <div>Technological</div> |  |

### Be a trend spotter

To stay relevant in your market, it's important to keep up to date with local and global trends in your industry. This way, you'll see opportunities and your audience will see you as an authority.

Keep on top of general marketing trends, too – and not just in your industry. This helps you broaden the reach of your message. **Think beyond digital marketing.** Are there offline marketing opportunities you can explore? Things like festivals and trade shows, print marketing, artificial intelligence etc.

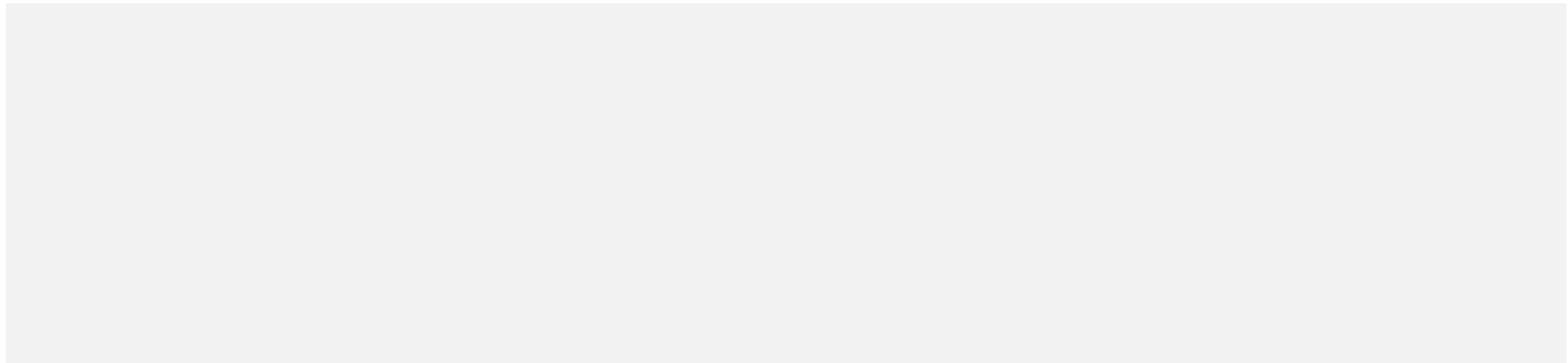
**List your industry trends below:**

**List your marketing trends below:**

## Take stock of your products/services

If you haven't looked at your offerings for a while, now is a good time. Listing out all your products and/or services helps you see what you don't need anymore, what is or isn't selling and perhaps ways to create packages and promote them in a way that appeals to your market more.

**List ALL your products or services below:**



## Review your pricing

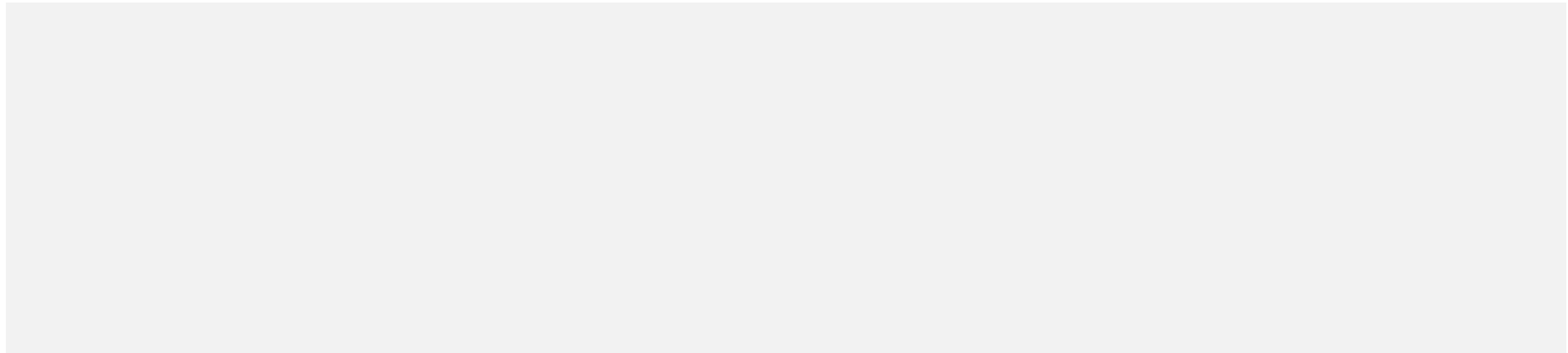
Once you've made changes to any products or services, you'll need to look at your pricing.

Is your price point still on par with your industry and competitors of a similar level?  
Or does it need adjusting?

Are your profit margins where they need to be? You may want to speak to your accountant for guidance on this.



**List your pricing below:**



**Who is your audience?**

**Age:** You don't need to get too specific here. But knowing which decade of life your customers are in, or their generation, can be very useful.

**Location (and time zone):** Where in the world do your existing customers live? This helps you figure out what hours are most important for your customer service and when you should schedule your social ads and posts to ensure best visibility.

**Spending power and patterns:** How much money do your current customers have to spend? How do they approach purchases in your price category? Do they have specific financial concerns or preferences you need to address?

**Interests:** What do your customers like to do, besides using your products or services? What TV shows do they watch? What other businesses do they interact with?

**Stage of life:** Are your customers likely to be students? New parents? Parents of teens? Retirees?

**Why do they buy? Write your reasons below:**

**List any specific new customers below:**

## Review your USP and Marketing Message

We're close to the planning stage now, so with all this research under your belt, you may need to review and tweak your USP and Marketing Message from earlier in the workbook.

**Has your USP changed? Write your response below:**

**Has your Marketing Message changed? Write your response below:**

## Section 3: Plan

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Before you create your new marketing plan, let's look at what you're already doing – so you can see what's worked and what hasn't. Then you'll be clear on what to invest time and money on in the future.

List everything you've done in the last 6 to 12 months, even if you think it hasn't worked. It could be because you haven't done this analysis!

If you can, get statistics around each: such as frequency of social posts, engagement figures, number of monthly visits to your website. **Examples include:**

- Website
- Social platforms
- Blogs
- Social posts
- Videos
- Articles
- Images
- Sponsorship
- Trade shows
- PR (Public Relations)
- Webinars
- Workshops
- Events
- Newsletters
- Podcasts
- Paid advertisements (newspaper, magazines or other publications)

**List your current marketing below:**

### Current Assets

Looking at the collateral you already have means you don't have to reinvent the wheel or spend money unnecessarily.

Take an inventory of assets like photos, videos, blog posts, brochures, podcasts and ask yourself: can these be repurposed or updated and reused?

Using what you already have saves time and money at the planning stage of your marketing strategy.

**List your current marketing assets below:**

## Current Resources

What or who do you already have on your marketing team – in-house or outsourced?

Listing these helps you define the resources you have and those you need, whether it's people, equipment or technology.

**List your internal and external (outsourced) current resources below:**

## Look for opportunities

Here's where your review and research start to come together. After doing the previous activities, have you identified any new marketing opportunities?

**List any new opportunities below:**

Look ahead

Think about milestones and activities to plan around over the next 12 months and set deadlines for each. For example, trade shows and expos, sponsorships, networking, further education, or promos and offers tied in with events that impact your industry like Mother’s Day.

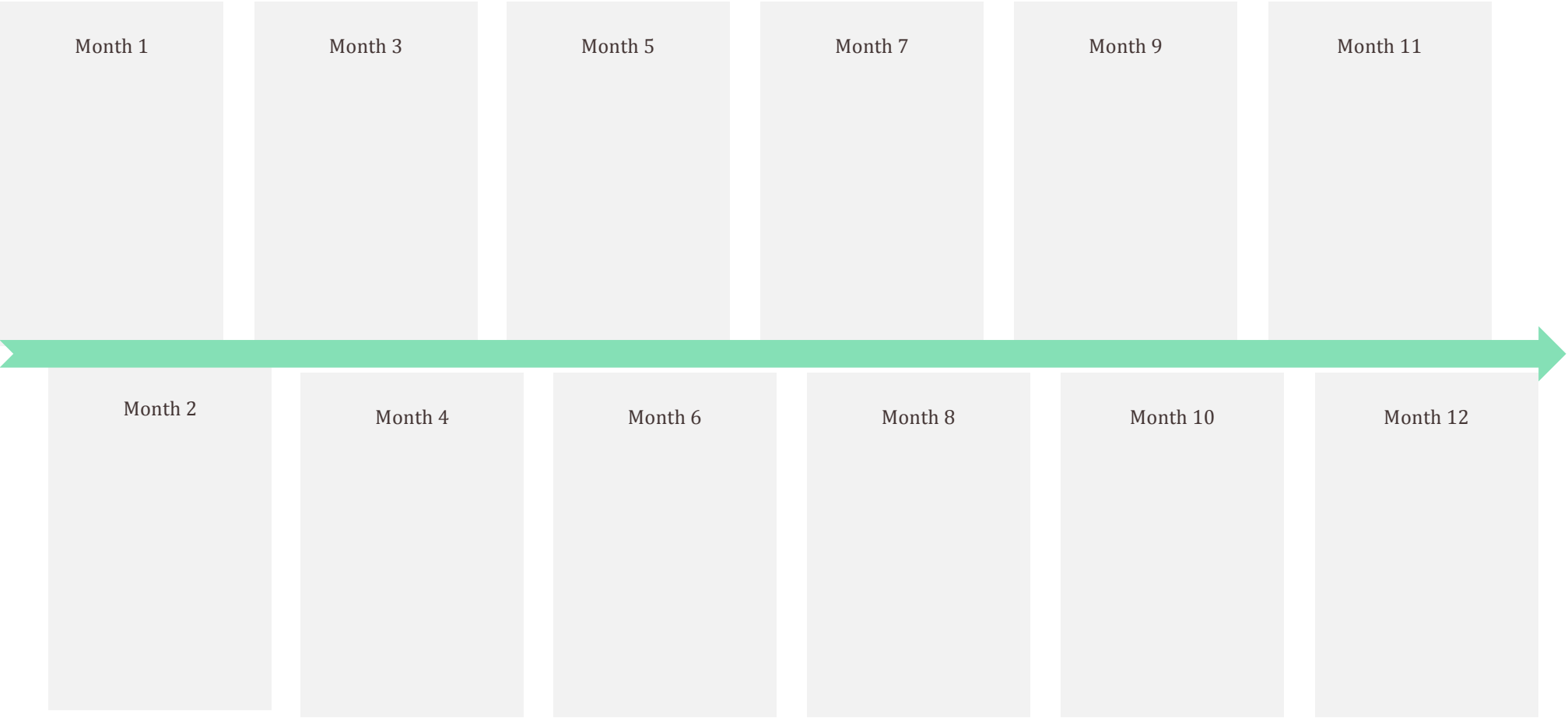
In the chart below, in no particular order, add one activity with a date in each rectangle below:

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|  |  |  |  |  |  |

Lock it in!

Now you’re going to commit to action! Just as you would with a yearly planner, here’s where you plot out a schedule for the year, using the marketing activities you brainstormed above.

Schedule your marketing activities on the timeline below:





## Where to from here?

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Now you're in a better position to know what marketing platforms will bring you the best results. More importantly, you'll be able to brief your marketing suppliers so they create the right content that speaks to your audience.

- Look at your timeline above, look at or set your budget.
- Prioritise how to spread your budget – considering what you already have in terms of your current assets and resources.
- Look at how you can leverage the different marketing activity across the activities you have in your time line.
- List the different service providers you need to speak to that will help activate your plan.
- Use the information in this document to brief them with what your expectations are and how to measure effectiveness.

**If you need more guidance with your Marketing Makeover, I'm happy to help.**

**Get in touch!**

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