

KICKSTART YOUR MARKETING STRATEGY

Use this guide to plan 10 practical actions that will:

- Raise your company profile
- Build your brand
- Drive meaningful business growth

Let's make marketing work harder for your business.

BY KLW MARKETING



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WHY YOU NEED A MARKETING STRATEGY.



Marketing isn't just about promoting your business—it's about driving real impact.

A great marketing strategy helps you:

- ✓ Attract new customers and grow your audience
- ✓ Enhance customer experience to build loyalty
- ✓ Strengthen your employer brand and attract top talent

It's your roadmap to standing out from competitors, building credibility, and staying relevant in a fast-changing world. Plus, done right, marketing delivers a significant return on investment by driving growth, increasing customer loyalty, and boosting profitability.

Use this guide to kickstart your strategy with 10 actionable steps that will move your business forward.

Action 1

HAVE A GROWTH STRATEGY

Your growth strategy is the foundation of your marketing plan. It's how you'll reach new markets, acquire more customers, and increase revenue.

👉 **Start Here:** List your top growth goals. Ensure they tie directly back to your overall business objectives.

Example:

- Goal: Increase customer retention by 20%.
- Strategy: Launch a customer loyalty program.

Use the space below to map out your key growth goals.

GROWTH GOAL

⋮

⋮

⋮

STRATEGY



Action 2

KNOW YOUR COMPETITORS

Who are your biggest competitors, or which companies do you aspire to be like? Studying them can spark ideas and sharpen your positioning.

👉 **Start Here:** Write down two competitors and note what they do well—or where they're falling short.

Example:

- Competitor: [Name]
- Strength: Strong social media presence
- Weakness: Inconsistent branding

1

2

Action 3

STAY ON TOP OF INDUSTRY TRENDS

Your audience is constantly evolving, and so is your industry. Knowing what's trending will help you stay relevant.

👉 Start Here: Define your target audience, then identify trends they care about.

Example:

- Audience: Busy marketers
- Trend: AI tools for time management

Audience:

Trend:

Audience:

Trend:

Audience:

Trend:

Audience:

Trend:

Action 4

BE DATA- DRIVEN



Data takes the guesswork out of marketing. By tracking and analysing metrics, you can see what's working and optimise your efforts.

👉 Start Here: List key metrics that align with your business goals.

Example:

- Metric: Website traffic from organic search
- Goal: Increase by 15% in 6 months
- Measurement: Google Analytics data

METRIC	GOAL	HOW WILL IT BE MEASURED?

Action 5



IMPROVE CUSTOMER EXPERIENCE

Exceptional customer experience turns buyers into loyal advocates.

👉 Start Here: Plan how you'll gather and use customer feedback.

Ask yourself these three questions:

1

What feedback do we already have from our customers?

2

What else would we like to know from our customers?

3

How can we gather this information effectively?

Action 6

SHOWCASE THOUGHT LEADERSHIP

Thought leadership builds credibility and trust. Share your expertise and highlight your team's insights.

👉 Start Here: Identify opportunities to showcase your expertise.

Ask yourself these three questions:

WHAT TOPICS ARE WE EXPERTS IN?

WHO ON OUR TEAM COULD CONTRIBUTE?

WHAT THOUGHT LEADERSHIP DO WE ALREADY HAVE?

Action 7

DEFINE YOUR BRAND POSITION

What makes your business unique? Your brand position is the “why choose us” that sets you apart.

👉 Start Here: Brainstorm what your company does better than anyone else.

- What do customers love most about you?
- How are you different from competitors?

Action 8



MASTER CONTENT MARKETING

Content marketing educates, informs, and engages your audience. Done right, it builds trust and drives action.

👉 Start Here: Audit your current content and brainstorm new ideas.

Ask yourself these three questions:

1

What content can we refresh or repurpose?

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2

What gets the highest engagement?

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3

What new topics would interest our audience?

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Action 9

REFINE LEAD GENERATION

A steady pipeline is the lifeblood of any business. By improving your lead generation and nurturing process, you'll convert more prospects into customers.

👉 **Start Here:** Map your current lead nurturing process and identify gaps.

Example:

- Current: [Describe your process]
- Ideal: [Outline what needs improvement]

CURRENT LEAD NURTURING PROCESS

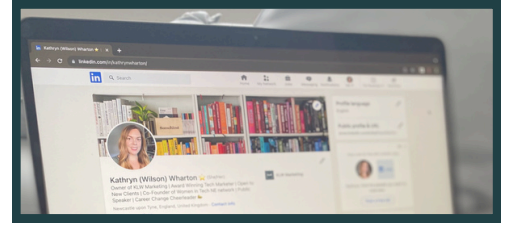
New lead

Closed won

WHAT COULD BE IMPROVED?

Action 10

EMBRACE SOCIAL MEDIA



Social media connects you directly with your audience—but don't spread yourself too thin. Focus on platforms where your customers are most active.

👉 **Start Here:** Choose up to three channels and develop an engagement strategy for each.

Example:

- Increase engagement rate on LinkedIn with tech business leaders

	LINKEDIN		
Target audience			
Goal			
Posts per week			
Type of content			
Staff involved			
Budget			

notes

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About

KLW MARKETING



At KLW Marketing, we believe marketing should do more than grab attention—it should inspire, stand out, and command respect.

We specialise in helping businesses craft bold, meaningful strategies that not only drive growth but also elevate marketing as a respected and essential business function. By embedding ourselves in your business and obsessing over customer behaviour, we uncover insights that lead to smarter, more impactful decisions.

With experience in the technology, culture, leisure, and professional services sectors, we bring a fresh perspective to every project. Our partnership-first approach ensures we're not just creating campaigns, we're delivering lasting impact that sets your business apart.

Let's make marketing something worth talking about—together.

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