



25 MARKETING TACTICS FOR BUSINESS GROWTH

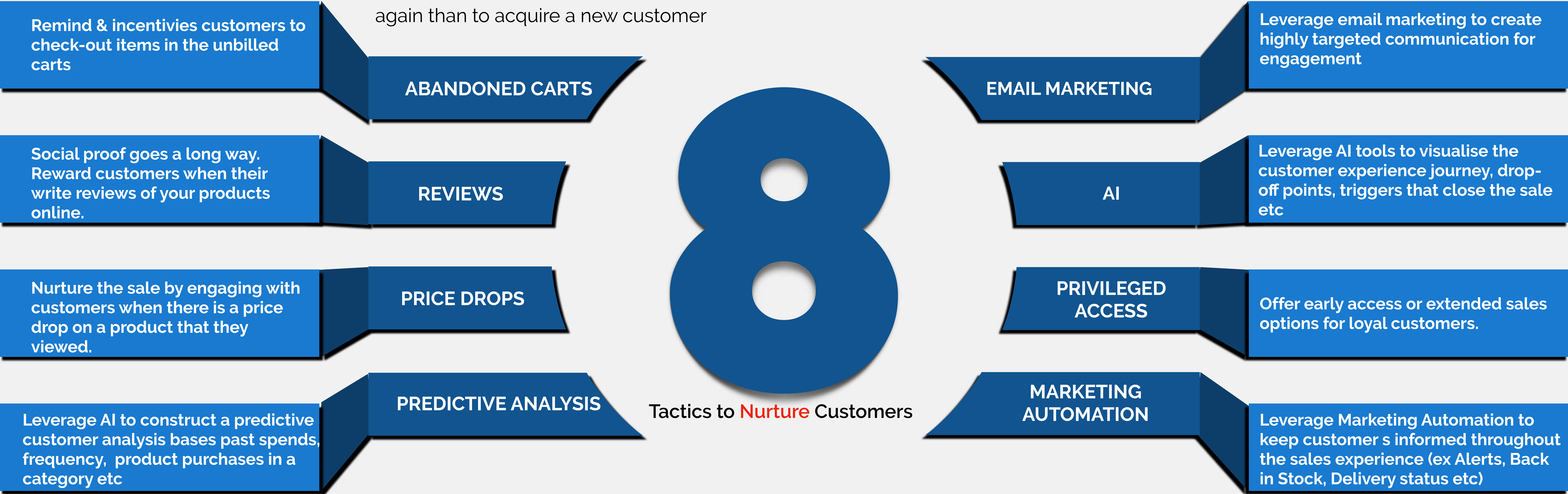
Marketing has always been a pain point for most organisations. The plethora of advertising marketing & communication platforms, the continuous onslaught of competitors, highly price sensitive marketplace, limited marketing budgets, ever changing customer preferences and expectation has put tremendous strain on the Marketing & Sales function. Covid-19 and its effect on the economy has made businesses & customer relook and reprioritise their wants & needs.

We put together a list of **25 Marketing Tactics** that will help your business grow during these tough times. All you need to do is choose which part of the Customer Experience Value Journey funnel you need ideas on then refresh your marketing strategy before implementing the tactic.

Business that solely depend on organic growth will find it hard to scale quickly. It is therefore imperative that acquiring new customer remain one of the top priorities during times of Volatility, Uncertainty, Complexity & Ambiguity



Attracting a customer is only 1 part of the process. Nurturing customers for repeat orders requires a different strategy all-together. Remember it is easier to sell to an existing customer again than to acquire a new customer



Tactics to Nurture Customers

Customer loyalty is fleeting. While 80% of your revenues come from 20% of your customers it make perfect business sense to invest considerably in those 20% of customers. Everyone likes preferential treatment. Grow your existing customers loyalty with a little TLC.



Tactics to **Grow** Customers

Nothing beats Social Proof. The more testimonials you have, the more prospects & repeat buys you will have

TESTIMONIALS

DATA

Data is the new king. Capturing, Analysing, Understanding & Implementing across the M&S funnel helps improve Marketing Effectiveness

Out of sight means Out of mind. Explore every opportunity to engage with customers to grow your business

EMAIL MARKETING

BRAND CONSISTENCY

Omni Channel Marketing is tablestakes. Ensure your brand Looks & Speaks the same language across every customer touchpoint

Dont make customers learn the words to your call-waiting ringtone. Make FAQ's & how-to information easily available on your website

FAQs & HOW-TO's

USER GENERATED CONTENT

Brand Preference & Advocacy has moved from a monolog to a dialog. Encourage & Reward Omni Channel User Generated Content

Customers have a limited attention span, make your Call to Action - visible & easily accessible

CALL TO ACTION

VIDEO'S

Animations & Videos encourage better customer engagement

Covid-19 has changed our perceptions, of Business As Usual. During times of Volatility, Uncertainty, Complexity & Ambiguity - customer priorities & behaviours change significantly. Businesses need to reprioritise & reposition themselves for sustainability & growth



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Tactic to **Retain** Customers



Customer behaviour has changed because their need-state have shifted. **Listen to Understand** their "new normal"; Relook at how your brand can help solve & overcome customer problems. In this new normal brands need to remember **"Promises Kept, Makes Customers for Life"**

Need to rebuild marketing momentum?

We can help!

Our solutions are based on Design Thinking to solve growth problems and marketing inefficiencies.

Email us: business@triggerworldwide.com



Integrated Marketing Communication Services

STRATEGY

Insights

- Consumer Insights
- Cultural, Behavioural & Market Trends
- Competitive Analysis

Consulting

- Brand Vision
- Brand Positioning
- Brand Architecture
- Product Pricing Strategy
- Brand & Product Launch
- Growth Strategy
- Idea Generation workshops
- Startup Consulting
- Investor Funding

Planning

- Marketing Strategy
- Campaign Strategy
- Consumer Journey
- Channel & Media Strategy
- Paid Media Strategy

CREATIVE & DESIGN

Creative Strategy & Development

- Logo Design & Visual Identity
- Tone of Voice
- Packaging Design
- Environmental Design
- Content Development
- Creative Collaborations
- Creative Direction

Content Production

- Art Direction & Copywriting
- Creative Production
- Graphic Design
- Photoshoots
- TV Commercials
- Digital Films
- Post Production

Event Production

- Creative Design

COMMUNICATION

Communication Strategy & Development

- Brand Messaging & Storytelling
- Communication Design
- Content Writing
- BTL Communication Development

MARKETING & SALES

Go-to-market

- Brand & Product Launch
- Brand Awareness Campaigns
- Demand Generation & Lead Generation
- Interactive eCommerce Platform Design & Development
- Application Development
- Onboarding into Modern Trade & ePlatforms
- Social Media & Digital Marketing

