



# USING DATA TO GROW YOUR BRAND

PART 2: THE WORKSHOP

April 19, 2022

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•DESIGN STUDIO•

- 1. Plan**
- 2. Implement**
- 3. Analyze**
- 4. Repeat**

# PLAN: What is your brand?

*What the product/service does for the customer*

*How the customer would describe the product/service*

*How the brand makes the customer look*

*How the brand makes the customer feel*

# PLAN: Setting SMART Goals

- Specific (simple, sensible, significant)
- Measurable (meaningful, motivating)
  - Use milestones and Key Performance Indicators (KPIs) like website visits, social media engagement, length of time on website or pages viewed and conversions (sales/calls)
- Achievable (agreed, attainable)
- Realistic (reasonable, realistic and resourced, results-based)
- Time-Bound (time-based, time limited, time/cost limited, timely, time-sensitive)



# PLAN: My SMART Goals

*Goal 1*

*Goal 2*

*Goal 3*

*Goal 4*



# PLAN: Who is it for?

*Primary Audience*

*Additional Audience*

*Additional Audience*

*Additional Audience*



## **PLAN: What do I want to spend on advertising?**

- There is no set number guideline to follow - choose what's right for you and your goals
- Be structured but flexible so you can lean into activities that are working well

# PLAN: Research + Benchmarking

- Competitors and aspirational brands
  - SpyFu [www.spyfu.com](http://www.spyfu.com) is great for keyword research and benchmarking
  - On-platform website and social media research
  - What they do well
  - Areas for improvement
  - Methods (social-heavy, PR, UGC, etc.)
  - Key takeaways





# Benchmarking Worksheet: \_\_\_\_\_

*What they do well*

*Areas for improvement*

*Marketing methods*

*Key takeaways*



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*What they do well*

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# Benchmarking Worksheet: \_\_\_\_\_

*What they do well*

*Areas for improvement*

*Marketing methods*

*Key takeaways*

# IMPLEMENT: Channel Selections

- Public Relations: Owned
  - Blog Posts
  - Search Engine Optimization
  - Events
- Public Relations: Earned
  - Published articles about you / thought leadership
  - Press releases
- Strategic Relationships
  - Who I want to meet
- Consumer Marketing
  - Social Media: Facebook (3x/week+)
  - Social Media: Instagram (3x/week+)
  - Social Media: Twitter (3x/week+)
  - Social Media: LinkedIn (3x/week+)
  - Social Media: TikTok (3x/day+)
  - Email Marketing (1x/month+)
- Paid Advertising
  - Social Media Advertising
  - Search Engine Marketing



# IMPLEMENT: My Channel Prioritization w/Frequency

- Public Relations: Owned
  - Blog Posts
  - Search Engine Optimization
  - Events
- Public Relations: Earned
  - Published articles about you / thought leadership
  - Press Releases
- Consumer Marketing
  - Social Media: Facebook
  - Social Media: Instagram
  - Social Media: Twitter
  - Social Media: LinkedIn
  - Social Media: TikTok
  - Email Marketing
- Paid Advertising
  - Social Media Advertising
  - Search Engine Marketing

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# ANALYZE: Tools for measuring

- Google Analytics [analytics.google.com](https://analytics.google.com)
  - Free!
- On-Platform Analytics (great for social media + email marketing)
  - Free!
- SEMRush [www.semrush.com](https://www.semrush.com)
  - (paid plan is \$120/mo)
- SpyFu [www.spyfu.com](https://www.spyfu.com)
  - Some free then \$39/month
- DashThis [www.dashthis.com](https://www.dashthis.com)
  - \$33/month



# ANALYZE: Insights from my results

*My top 3 performing activities were...*

*My 3 worst-performing activities were...*

*Key takeaways*

# REPEAT

Repeat the cycle doing more of  
what's working and less of  
what's not



**Questions?**

# Stay in touch!

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