

ArabyAds

A Quick Check-list for an Effective Marketing Strategy in 2020

Data Analysis of Marketing Activities

- List all your marketing activities
- Categorize in terms of ROI
- List out reasons for success or failure for each activity
- Assess each activity to improve

Redistribute Budget

- List all your marketing channels
- Classify which one brings higher ROI and which doesn't
- Review financial budget of every channel
- Redistribute budget

Assess Old Products/Services (Introduce New One if necessary)

- List all products
- Assess their status (modifying product or discontinuing..etc)
- Plan how to improve them if they need improvement
- Add new products (only if necessary)

Communicate with Clients/Customers

- Categorize and segment your customers according to loyalty
- Find out whose satisfied and who isn't initially
- List suitable modes of collecting feedback from every customer/client
- Conduct focus group discussions, surveys, interviews..etc

Check on Competitors

- Follow your competitors
- Audit their websites and content on a weekly basis
- Monitor how they interact with their customers
- Keep up with your value proposition and what makes you stand out in the market