

THE MARKETING BLUEPRINT FOR MANUFACTURERS

The Time is Now

The outlook on how well our economy is doing has foreshadowed parts of our personal lives and the way we do business from year to year. I'm sure you've noticed that there has been significant progress happening all across the US. Hopefully, this means you've increased production and your profits are on a continual uprise with this positive trend of global manufacturing. While growth is all-around exciting and progressive, it also means another thing...more. More capacity to meet production needs, more leverage to attract better talent, more marketing support and more sales.

There might be many unknowns with the changing economy, but with so much emphasis being put into building America and the businesses that make up its backbone, this is the time to be disciplined by analyzing, refreshing and strategizing your marketing efforts. It's time to buckle down and document a lean, systematic game plan for the next year.

Create an Out&Out Marketing[®] Plan

What does your marketing plan look like?

If you don't have a clear answer to that question and it sparks anxiety or makes you want to run and hide, we're here to say... "it's ok!" Stop. Regroup. And read on...

You have built this empire of a company, no matter what your annual revenue is or the number of employees, this started with a purpose, a vision, a why. Revisit that why as many times as needed because this is what will help move your company from stagnant to thriving. Who you are and what you believe in is at the core of everything you do, especially in your marketing. Every part of your marketing, from your logo to your website, from your marketing budget to your collateral, should be cohesive as one moving part to magnify your vision. This flows into identifying your unique selling proposition, marketplace position and overall objectives.

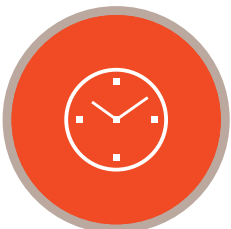
So you've got your why, your vision, your plan and are ready to blast off into marketing space to get that much-needed ROI on your efforts. Let us impart one bit of wisdom...don't misfire your plan. A plan that is misfired is not a successful plan.

When you're implementing a marketing plan, we like to use our simple, easy to understand philosophy called Out&Out Marketing[®] which was developed by founder and CEO, Ernie Dimalanta. Out&Out Marketing involves executing simple, disciplined and perpetual marketing tactics that are targeted, relevant and personal. Using this model as your plumbline, you can determine whether a marketing initiative really is in your organization's best interest. It will allow you to know, rather quickly, whether what is being offered is something that is simple to execute for you and your staff, is relevant to your brand and personal enough to accurately reflect you and your company. Let's look at this model a little more in depth:



KEEP IT SIMPLE

Sometimes, the thought of building and implementing a marketing plan can be paralyzing. Already stretched thin, the idea of researching, planning, and executing your strategy can be so overwhelming that it can stop you in your tracks. Keeping your marketing strategy simple can help you overcome fear and head in the right direction.



KEEP IT DISCIPLINED

Your message may be engaging and memorable. Perhaps your research is compelling and insightful. But it won't matter much if your marketing strategies and tactics aren't completed and carried out consistently. Apply necessary discipline to make marketing a priority.



KEEP IT PERPETUAL

In marketing, a one-and-done strategy just won't work. It needs to be continuous. Think of your marketing plan the same as oiling your machinery or fixing bugs in your software. If you never update your software, processes or machinery how would you expect to keep it running, let alone stand out? In other words, it takes ongoing methods to attract and relevantly engage your audience.



KEEP IT TARGETED

When asked who your target audience is, do you often reply "everyone?" If so, you're probably not effectively reaching anyone. Specificity determines not only who your audience is but also what they're like and how they act. The more targeted you are in your marketing, the more successful it will be.



KEEP IT RELEVANT

Failing to ensure that your marketing materials are relevant for your audience is equivalent to doing practically nothing at all. In today's fast-paced, multimedia environment, marketing communications must provide something of value or they will be ignored. Provide relevant and relatable messages to engage your audience.



KEEP IT PERSONAL

Each of your customers desire to feel like your most valued customer. Learn how to best connect and nurture those relationships. Doing so is pivotal to success.

Companies come to us because either they have a marketing plan but didn't have the bandwidth or time to implement it, or they execute marketing tactics without a strategic plan. Dedicating yourself to the success of the plan and maintaining momentum with disciplined follow-through creates a culture that embraces the execution of a plan.

Align Your Company's Culture With Your Plan

Look at each person on your team. They are unique individuals with extreme value. More than that, you're working with real, multidimensional people...with hard pasts, bright futures and high-seeking dreams. Recognize and learn what each person on your team excels in and utilize these skill sets to the fullest. This is your army, your core members who will follow you through the fire. A healthy, positive work attitude that aligns with your company's mission and values is crucial to success -- so even with all the tasks at hand, be cautious as to not overlook this part of the plan.

At the end of the day, learning to be relationship-driven will strengthen and build on the trust that you have with your employees and customers. This is the heart of growth. It might mean that you need to dial-down manufacturing talk and dial-up a language that is relatable for your users and reps to build a sense of belonging and loyalty, which is often built through a personal relationship more than just deadline talk.

Continually Evaluate Your Progress

Since your core team is onboard with implementing your new marketing plan, using tools like the SWOT Analysis is an evergreen technique that identifies the Strengths, Weaknesses, Opportunities and Threats of your company. This is a great model to implement for internal practices with employees and procedures as well as figuring out how you're distinguishable from competitors in the marketplace. The great part is that you are in complete control of strengths and weaknesses. You have the ability to change and continually improve.

Here are some great questions to help you brainstorm with the SWOT Analysis:

STRENGTHS:

- What values differentiate you from your competitors?
- What is the perspective of your current customers and employees on procedures?
- What do you excel at that your competitors do not?

WEAKNESSES:

- Are there any processes that need to be streamlined?
- Are there any tangible assets that you need to consider purchasing?
- Is your team lacking any knowledge that can be obtained?

OPPORTUNITIES:

- Is there new technology or machinery that your company should be pursuing?
- How can you increase visibility for your brand?
- Would current customers refer you?

THREATS:

- Are there any potential competitors entering your market?
- Any new trends that could become a threat like technology or consumer need?
- Are suppliers increasing raw material prices?

With a clear vision and a dedicated team, you will be well on your way to having a simple, disciplined, and perpetual marketing plan that is targeted, relevant and personal. Setting milestones in your plan will give you a firm foundation to grow and celebrate progress along your new marketing journey.

Dimalanta is Your Offsite Marketing Department

Our creative and passionate team here at Dimalanta Design Group is dedicated and equipped to serve you with our Out and Out marketing® philosophy. From brand creation to public relations and everything in between, our aligned marketing strategies ensure that you will see a brand that evokes awareness, confidence and ongoing engagement with your audience. We are systematic in our approach and can build a strategy that faithfully represents your brand.

We would love to partner with you in creatively collaborating to strengthen your brand and marketing. Contact Dimalanta Design group at info@dimalantadesigngroup.com to see how we can best serve you.