

Your Marketing Statement

Just as with your Vision and Mission statements, your Marketing Statement will help you by providing you with a clear goal in your marketing. It underpins what you're aiming to achieve in your vision and mission and provides a guide for the creative aspects of your marketing.

Later in this workbook we will discuss how to brainstorm creative ideas for your marketing. Brainstorming can be unwieldy without a little direction - and THAT is the purpose of this statement. To bring a little control to the wild creativity of marketing.

To help you out, below is a guide that will allow you to construct your statement by providing you with the basic structure. Use this to write your own statement but don't be held to the structure. If you want to change it then that's fine.

This structure is influenced heavily by the great work that Meghan Casey does at The Content Marketing Institute but in our case we're going to apply it to ALL your marketing, not just the online marketing you will do.

The marketing we produce helps our company accomplish

_____ <business goal> _____ and _____ <business goal> _____ by providing _____ <adjective> _____ and _____ <adjective> _____ content that makes _____ <audience description> _____ feel _____ <emotion> _____ or _____ <emotion> _____ so that they can _____ <task> _____ and/or _____ <task> _____.

Here's an example of the marketing statement we use at Lobster to inspire our creative thinking...

"The marketing that Lobster produces helps our company accomplish new sales and customer referrals by providing educational and informative content that makes business owners and budding entrepreneurs in the U.K. feel inspired and motivated so that they can start and grow their business and achieve their dreams in life"

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