

# 4 Questions to Start Your Marketing Strategy

**A strategy is the plan. Tactics are how you carry it out.**

Your strategy is what tells the tactic who to target, what message to run, and what a conversion means for your business. Google Ads is a tactic. The ad doesn't decide any of that. Your strategy does.

## **Question 1: Where do you want the business to go?**

**What does success look like 12 months from now? Be specific.**

**Example:** Landscaping business has 3 full-time and 2 part-time employees and wants to expand their business from \$600,000 a year to \$1.2M a year turning part-time employees into full-time employees.

## **Question 2: Where are you now?**

**What is your marketing doing today?**

**Example:** Landscaping business has a website, most new customers are by referrals.

## **Question 3: What have you tried before?**

**What worked? What didn't? Do you know why?**

**Example:** Mailers to neighborhoods years ago and office admin did social media at one point

## **Question 4: Who is buying from your business?**

**Who is most likely to buy, come back, and refer others to you? Who is your best customer?**

**Example:** Higher end residential homeowners and they have a few commercial accounts  
These four answers are where good marketing starts.

I help small businesses build marketing that grows. If you're ready to put these answers to work, reach me at [coffeewithcathy.net/contact](http://coffeewithcathy.net/contact).

More on marketing at [coffeewithcathy.net](http://coffeewithcathy.net)

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