6 Phases of Marketing

Mafost Marketing
Copyright 2023 Matt Foster
https://marketing.mafost.com

6 Phases of Marketing

PHASE 4
Strategy Formation

PHASE 3
Analysis & Refinement

PHASE 5
Strategy Monitoring

Cyclical process for small businesses, new brand development, and product development.

PHASE 2
Goal Setting

PHASE 6
Corporate Marketing

PHASE 1
Foundations

Mafost Marketing
Copyright 2023 Matt Foster
https://marketing.mafost.com

Phase 3

Analysis & Refinement

The analysis and refinement phase of marketing is the pivot between the goal setting phase and having proven marketing systems in place. It's defined by repeated analysis of marketing tools that are working for you and refinement of your customer journey.

To Do

- **Refined keyword strategy for SEO and web traffic**
- **Growing community engagement online, virtual live events, or in-person.**
- **Reduction of customer acquisition costs**

To Avoid

Only advertising sales offers. Bland positioning. This is the phase to become noteworthy.

Phase 3 Analysis & Refinement

Common Mistakes

Failing to A/B test all variables on landing pages.	Missing out on your competitor's moves.
Your ideal customer persona doesn't match reality.	Hiring amateur marketers who don't understand this phase.

38% of small businesses fail due to lack of cash.
(CB Insights, 2018)

Phase 3 Analysis & Refinement

Effective Tools & Tactics

Marketing Moves

- Monitor 3 competitors. Discover what's working for them and do it better.
- Maximize cash flow by doubling-down on your lowest cost sales funnels
- Expand your SEO efforts to dominate 6-10 keywords.

Email Marketing

- Open rates and click rates should be above industry average.
- Increase the cash value of your email list - It should have an annual value of $1/contact.

Marketing Strategy

- Email Marketing - Trim your list to ensure high value and high engagement with leads.
- Lead Funnels - Duplicate highest performing funnel into other segments of your audience.
- Search Engine Optimization - Expand to 6-12 keywords and use ad budget to promote related content.

Next Steps

Baseline:
Dominate 6 keywords in your niche.
Web traffic increase 3% month over month.

PHASE 4
Strategy Formation