



# BEST PRACTICES

A Collection of Best Practices for:

# Marketing

*Includes Detailed Best Practices for:*

- Branding & Strategy
- Content Marketing
- Market Research & Analysis
- Product Management
- Programs & Campaigns
- Public Relations (PR)



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*Marketing Best Practices*

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# Branding & Strategy

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## Marketing

**Branding & Strategy**

Content Marketing

Market Research & Analysis

Product Management

Programs & Campaigns

Public Relations (PR)

*The Marketing Branding and Strategy Group oversees brand strategy and monitors all marketing-related communications across all media (TV, radio, print, social media, etc.) to ensure that a consistent look, feel and overall message for a certain product or service is being conveyed. Branding and Strategy managers/directors work with executive leadership to position a product or service and develop creative marketing strategies that can be turned into effective campaigns and programs.*

# Branding & Strategy

## Marketing Best Practices

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### Best Practice 1-A

#### **Hold Quarterly Executive Meetings and Distribute Update Documents to Relevant Functions to Improve Business Strategy Alignment**

Hold quarterly executive meetings, including senior leadership from marketing, sales, product development and design, to discuss the brand's status and overall consumer messaging across all marketing mediums. These meetings should also address how these developments impact other areas throughout the organization, both now and in the foreseeable future. Develop an update document, or brief, to distribute to ALL members of the company's marketing, product development, design and sales teams. This document should describe the current and future positioning of the brand, any changes to design standards, current and upcoming marketing campaigns, and outline some high-level metrics that speak to the performance of the company's current marketing and sales initiatives. Line managers should then hold a meeting with their direct reports to discuss how these developments apply to their individual job functions, and their current work.

**Typical Practice (the Status Quo):** Meet periodically with senior leadership from the marketing function to discuss the company's current position in the market and to assess the performance of recent marketing campaigns and programs. Allow the action items and discussion points from these meetings to informally trickle down to less-senior members of the marketing team.

**Benefits of this Best Practice:** Meeting quarterly to discuss brand position, and to assess what has and has not worked thus far, is helpful in "steering the ship" in the right direction across the marketing, sales, product development and design functions. Ensuring that ALL employees receive an update document, and that managers review the document with their teams, helps employees to see how their individual positions tie to the bigger picture – the overall strategic objectives of the organization.

 **Related KPIs:** Total Headcount: Branding & Strategy, Branding & Strategy Headcount Ratio, Branding & Strategy as a Percentage of Total Marketing Expense

# Branding & Strategy

Marketing Best Practices

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## Best Practice 1-B

### **Collect Customer Data Through Low Cost Channels to Determine Buyer Behavior and Improve Product Alignments With Customer Needs**

View each customer interaction as a chance to collect invaluable data on their experience with the brand, as well as their overall motivations as a consumer. Use informal methods, including social media, search engine advertising (Google AdWords, etc.), email and website A/B testing, and simple web-based feedback forms to gather data at lower cost, and in higher volumes. These data should be used to develop buyer “personas”, or profiles, for new and existing customer segments to determine if brand messaging and campaign strategy aligns with the buying behavior and motives of each segment. Communicate data and insights from these informal research activities to the marketing, sales and product development functions. Hold cross-functional meetings to discuss how these findings may impact the work in each group, and formulate new ideas for marketing campaigns and programs.

**Typical Practice (the Status Quo):** Conduct focus groups, formal studies and other traditional customer research activities to assess potential changes to the company’s overall messaging and marketing campaign strategy. Allow senior leaders to formulate ideas for new campaigns and programs to both augment existing customer groups and pull in customers from new segments. Based on data gained through long-term studies, and ideas from senior marketing leaders, develop strategic briefs and campaign details to be implemented by marketing employees across the organization.

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