How to Become a Marketer Who Thinks Strategically
See beyond urgency

- The first step toward strategic thinking is to get your mind out of urgency/emergency mode.
- Plan properly before you start marketing. Marketing must be considered a strategic imperative if you want to see results.
- Strategic marketing looks months ahead of the current situation so you have time to research, plan, create assets, review, and deploy effectively.

Take the time to calculate risks

- Weighing the risks of campaigns and their potential outcomes helps you determine the next steps.
- This also makes it that much easier to pivot to another tactic within the strategy instead of scrambling to find a solution when the single tactic doesn’t perform as expected.

Be capable of execution

- Strategic marketers don’t overthink or worry incessantly about outcomes.
- So, get your strategy developed, and don’t be afraid to execute it.
- Just remember that once a strategy is executed, the cycle begins again. There’s no finish line.

Be willing to detach from your ideas

- Don’t get caught up in your preconceived ideas and plans.
- Instead, leverage the skill and brilliance of others through group ideation and brainstorming to fuel more robust marketing strategies.

Make decisions based on data

- Find the data to answer your most important questions, then identify the data you have, and use that to start building your strategy.
- Your data is a key part of risk assessment—something every marketing and PR campaign needs.
**Know the target, and create goals**

- Setting goals might sound simple, but it’s a mix of art and science.
- Find someone who has been doing it for a while, and apply what they’ve learned.
- When you identify those primary and secondary goals, break them down into milestones to define the roadmap of your marketing strategy.

**Follow the course; don’t chase the glitter**

- Follow a documented marketing strategy, it’s easy to get off course trying to do the next big thing everyone thinks is a trend for the year. Experimenting is okay, but not at the expense of your plans.

**Establish your metrics for progress and success**

- Effective marketing goes well beyond ideation and deployment. So, make changes on the fly and refine your strategy.
- Constantly measure the performance of your campaigns. Use data to form the basis of your strategy, and constantly use data and analytics to monitor the health of your marketing campaigns.

**Document your strategy**

=> Here is some of what might be included in a sound documented strategy:

- Who the audience is and how to reach them
- The tactics to be used
- The USP(s) to connect with the audience
- Who is involved, who is responsible for what aspects of the strategy
- How marketing materials are distributed or where the audience is engaged
- How success is measured
- Conversion strategies used
- Promotions, pricing, and incentives
- Communication requirements and reporting