

# Welcome to your STV Growth Academy

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# Driving growth through marketing effectiveness

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**Plan for  
your  
growth objectives**



## Understanding your business DNA

What makes you stand out from the competition?

USP 1

USP 2

Where and how do you see your business developing?

12 months

5 years

Enquiries

	Email	Phone	Shop	Website	Other
Current %					
Future %					

Customers

	Age Range	Sex	ABC1	C2DE	B2B
Current					
Future					

# All about you

## Why you?

## Where are you going?

## Your enquiries?

## Your customers?

## Notes

J F M A M J J A S O N D  
 Lots  
 Moderate  
 Quiet

Diagram illustrating the relationship between customers and a business. It consists of two empty rectangular boxes. The left box is labeled "Customers to you" and the right box is labeled "You to customers".

Current				Future			
Conversion rate	Sales per week	AOV	Profit	Conversion rate	Sales per week	AOV	Profit

# All about your market

Product/service cycle?

Your competitors?

Potential catchment?

Trading trends?



### Making you famous

- ☐ TV
- ☐ Radio
- ☐ Newspapers
- ☐ Magazines
- ☐ Outdoor
- ☐ Direct Mail
- ☐ Sponsorship
- ☐ Networking
- ☐ Events
- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Snapchat
- ☐ LinkedIn
- ☐ Email Marketing
- ☐ You Tube
- ☐ SEO
- ☐ SMS
- ☐ Mobile
- ☐ PPC
- ☐ Blog
- ☐ Website

### Key advertising periods

Advertising Budget for next campaign / 12 months

How and when do you set your budget?

How soon would you like to advertise?

When do you advertise?



### Consistency

Can you use the same message across multiple platforms?

What offers can you do?

What is the most important thing you want to say?

Who?  
Target audience

What?  
Key areas

Why?  
Objectives

# All about results

## Branding?

## Direct call to action?

## Offers?

## Trading trends?

Set your  
expectation  
early



**Make your brand famous**



# Fame is the most effective way to build your brand

“The **most effective** way to build a brand is to ensure every encounter with the brand **reinforces its fame**. From the products at their heart to the content they create.”

# **Brand fame is about reach and numbers**

Majority of people having lots of high quality associations with your brand.

**Be famous  
for  
something**

IPA Effectiveness on Brand Fame

Drink

*Coca-Cola*

Delicious and  
Refreshing



**Emotion matters  
make  
connections**

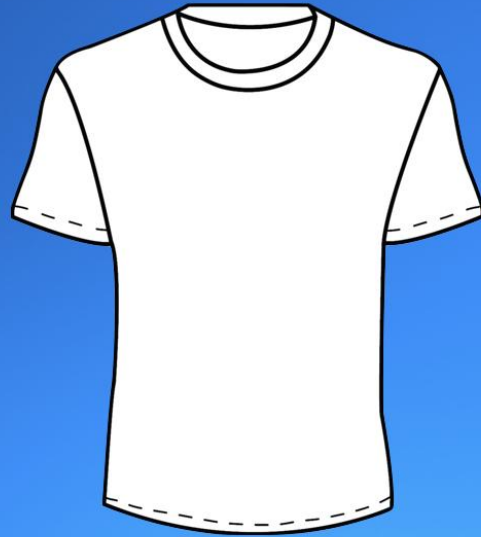
IPA Effectiveness on Brand Fame



Hone your  
key message  
and repeat

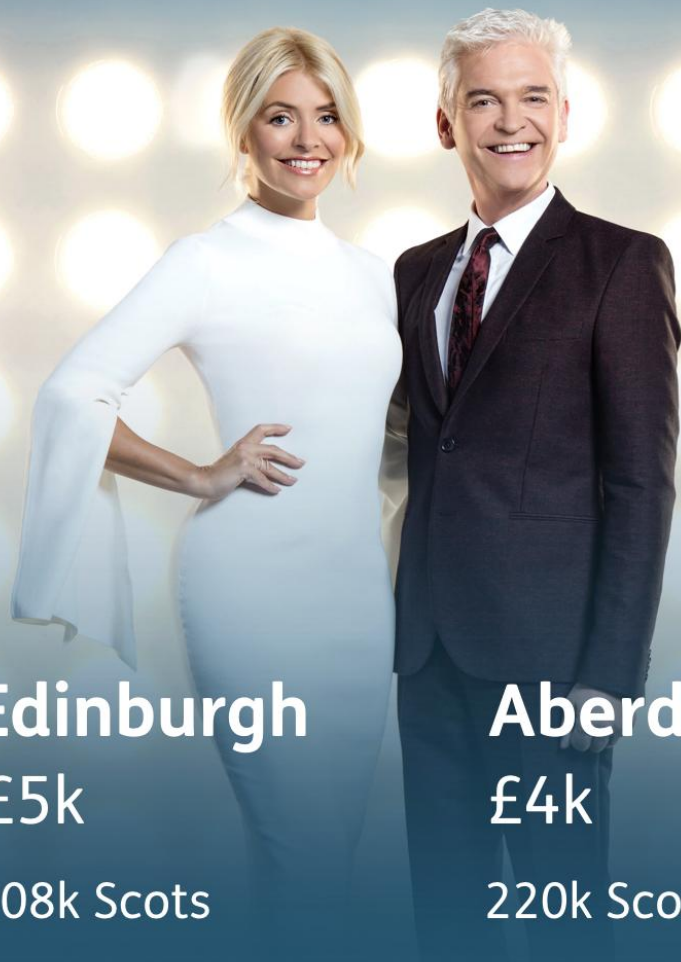


**People can generally remember  
3 pieces of information**



**Think about  
the shape  
of your marketing**

**New | Repeat | Incremental**



**Glasgow**

£10k

640k Scots

**Edinburgh**

£5k

308k Scots

**Aberdeen**

£4k

220k Scots

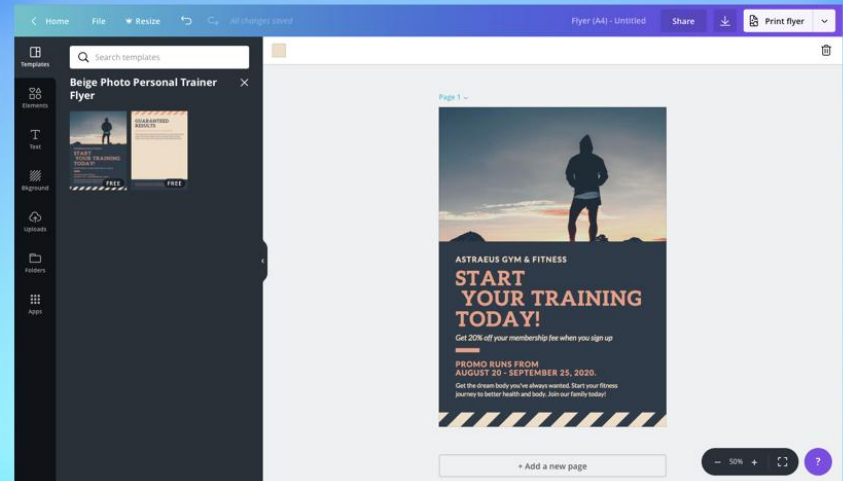
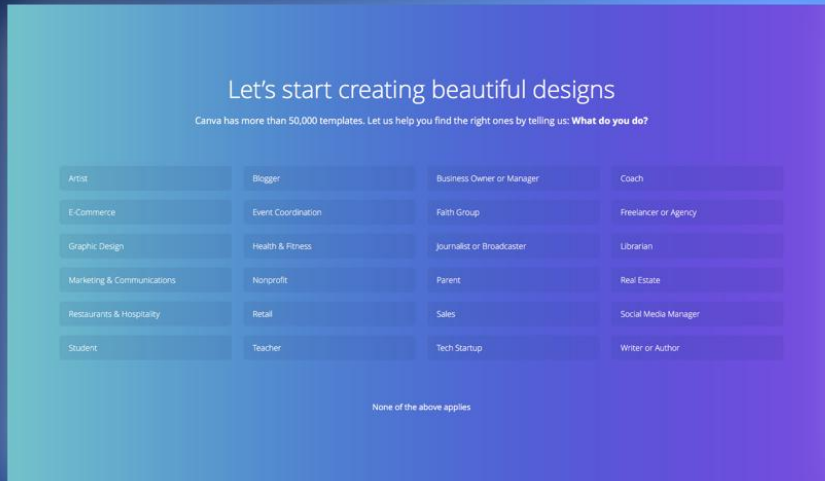
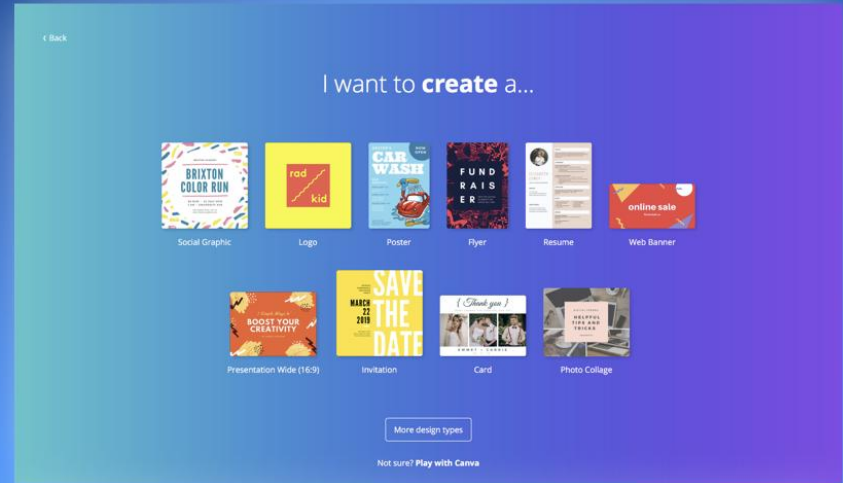
**Dundee**

£2k

108k Scots

**Take advantage  
of  
free tools**


# Brand image forms perceptions Canva






# Nurture and retain customers

## Mailchimp



PLANS	Pro	Grow	Free
	Add more power to your marketing with advanced tools that enterprise businesses use.	Level up with features that grow with you.	Get your business up and running.
PRICING	START FOR <b>\$199</b> /MONTH AND UP <a href="#">Sign Up Now</a> <a href="#">Calculate your price now</a>	START FOR <b>\$10</b> /MONTH AND UP <a href="#">Sign Up Now</a> <a href="#">Calculate your price now</a>	START FOR <b>\$0</b> <a href="#">Start Now Free</a>
THE BASICS	Pro	Grow	Free
Subscribers	Unlimited*	Unlimited*	2,000




Why Mailchimp? What You Can Do ▾ Pricing Resources ▾

Log In Sign Up Free


## Your business was born for this

Become the brand you want to be with smarter marketing built for big things.

[Sign Up Free](#)



What you can do with



Why Mailchimp? What You Can Do ▾ Pricing Resources ▾


Log In Sign Up Free

### EMAIL

## Create beautiful, branded emails that make you look like a pro

Keep your audience engaged with email marketing. Mailchimp's campaign builder is easy to use, packed full of features, and designed to grow with your business.

[Sign Up Free](#)



Innovate  
Differentiate  
Align



**Your  
business**







# STV Growth Academy

Grow with STV