



# Kansas RTAP Fact Sheet

## 6 Reasons to Regularly Review and Revise Your Marketing Strategy

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### Introduction

Introducing new marketing initiatives creates excitement that it will deliver the response you hoped for. However, the reality is that no matter how well thought out and executed your strategy is, consumers may not respond to it desirably. Does that mean you throw out the concept completely and start from scratch? Absolutely not! You adjust and revise the design, the content, the delivery method, and so on. You identify what your consumers want and make changes to optimize your efforts. Reviewing your marketing strategy has many benefits, but six fundamental benefits occur consistently. The most efficient method is to measure your marketing efforts against industry or in-house benchmarks. The benefits of measurements are:

#### **1) Measuring Gives You More Opportunities for Reaching Your Goals**

Reviewing your activity in the form of numbers against your goals gives you a clear idea of what you need to do to meet them. When you utilize your data efficiently, you can measure actual completion, compare the effectiveness of each channel, identify successful areas and problem areas within your marketing mix, review and revise your goals, and identify what you need to do or remove to meet your goals.

#### **2) Reviewing Your Strategy Clearly Identifies What Works and What Does Not**

Reviewing your marketing strategy allows



you to look at your marketing channels (email, social media, print, and content) individually and as a whole to see which channel is hitting its benchmarked goals and which channel is not contributing to your marketing efforts. This insight will lead you to look for “why.” Why is this channel not performing? Is it content? Is it delivery? Is it design? To help answer these questions, it is helpful to ask for understanding from your consumers by creating a question, a poll, or just talking to them one-on-one.

#### **3) You Will be Creating or Revising Goals Based on Data Instead of Hope**

The advantage of data is that it doesn't lie and it is not persuaded by emotions or circumstances. Analytics will allow your agency to continuously measure your conversion rates, visitors, engagement, etc. and this will allow you to see how any cyclical or seasonal inflections, consumer profiles, and the overall effectiveness

of your marketing efforts. Incorporating data with your industry expertise provides a powerful mixture for an optimal marketing strategy.

#### **4) You Can Revise Your Overall Marketing Strategy**

Once you get a clear view of your overall marketing strategy and its effectiveness, you can address certain questions in a more informed manner. This is the time to ask: Am I measuring goals in the right ways? How much did we improve month-to-month? Could I better allocate resources, such as budget and time? What should my focus be to improve our performance from our last strategy? What channels are most efficient in achieving future goals?



#### **5) You can share your successes with other agencies**

A marketing strategy is similar to a

mathematical formula that is ever-evolving. You can figure out the formula to achieve success today, but will you get the same results in the future? Unfortunately, the answer is probably not. Marketing is based on consumer behavior. If something drastic happens to your industry, your servicing area, or your consumers, you will need to revise your strategy. Transportation is unique since the field is so specialized. Because of this, what works for your agency could assist another. Constant collaboration between agencies is the optimal and most efficient way to achieve success and maintain it through changes.

#### **6) It Will Keep You Focused and On Track**

Consistent and regular marketing reviews will improve your skills and keep you focused, thus enhancing your ability to change your marketing strategy as needed.

#### **Conclusion**

Reviewing your marketing strategy is a vital step in continuous improvement and optimization of each marketing effort. It will save time and money by informing you when changes need to be made and allow you to tailor marketing materials to your target audience.

#### **Source**

Pearce, H. (n.d.). 6 Reasons Why Regular Marketing Strategy Reviews are Essential [Free eBook]. Retrieved from <https://www.breckenridge.agency/blog/regular-marketing-strategy-reviews-essen->