

**"Marketing for MadWomen"**

# **STRATEGIC WORKBOOK**

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“IF YOU CAN'T TELL THE DIFFERENCE  
BETWEEN WHICH PART'S THE IDEA &  
WHICH PART'S THE EXECUTION OF THE  
IDEA. YOU'RE OF NO USE TO ME.”

- Peggy Olsen



# nextup

At Nextup we're all about process and accountability. That's why we want to share our marketing strategy approach with you. Focusing on great process through all facets of your business is key to your success.

## CORE FOCUS:

- \* Manage your strategic planning time more effectively by building a blueprint for all upcoming marketing initiatives
- \* Align your internal and external creative process to efficiently create strategies & content that will engage customers and prospects.
- \* How to reuse this blueprint over and over again to assist accountability between your team and outside partners.







# THE BRIEF

CONT'D

**WHAT ARE THE GOALS OF THE PROJECT?  
HOW WILL WE MEASURE SUCCESS?**

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**WHO IS THE COMPETITION?**

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# EXECUTE THE PLAN

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NOW THINK ABOUT WHO AMONG YOUR TEAM/PARTNERS IS PERFECT FOR EACH ROLE:

**TEAM MEMBER NAME**

**ROLE**

-----	MARKETING STRATEGIST
-----	CONTENT STRATEGIST
-----	IDEA CONTRIBUTOR
-----	CONTENT CREATOR
-----	CONTENT EDITOR
-----	CONTENT PROMOTER
-----	COMMUNITY MANAGER
-----	CONTENT ANALYST

- SET UP A TIME TO CHAT WITH THESE FOLKS ABOUT WHAT YOU ENVISION THEIR ROLE AND RESPONSIBILITY WOULD BE IN YOUR CONTENT DEVELOPMENT PROCESS.
- IF NECESSARY, ESTIMATE HOW MUCH OF THEIR TIME YOU'D NEED FOR THE CONTENT THEY'LL CREATE IN THEIR ROLE.
- MEET WITH YOUR TEAM'S SUPERVISORS/MANAGERS/BOSSSES TO APPROVE OF THEIR ROLE AND TIME COMMITMENT IN YOUR CONTENT DEVELOPMENT PROCESS.

"FOR A **TEAM** TO ACCOMPLISH THEIR **GOAL**, EVERYBODY'S GOT TO GIVE UP A LITTLE BIT OF THEIR **INDIVIDUALITY**"

- **BILL BELICHICK**

- DO NOT LEAVE THE MEETING UNTIL YOU RECEIVE A YES TO MOVE FORWARD WITH YOUR CONTENT DEVELOPMENT PROCESS, EMPOWERING YOUR EDITOR TO LEAD WITH PUBLISHING AUTHORITY.

# EXECUTE THE PLAN

CONT'D

## PLANNING MEETING >>>

HOST A MARKETING PLANNING MEETING.

- INVITE YOUR TEAM TO A PLANNING MEETING TO COME UP WITH NEW IDEAS THAT ALIGN TO YOUR BRIEF.

MEETING ITINERARY:

- 10 MINUTES: INDIVIDUAL BRAINSTORM FRENZY. ASK EACH PERSON ON YOUR TEAM TO WRITE OUT A LIST OF THEIR IDEAS.
- 10 MINUTES: GROUP GRADING. CREATE ONE LIST OF EVERYONE'S IDEAS, THEN ASK YOUR TEAM TO GRADE THE IDEAS ON A 1-3 SCALE. EXPLAIN TO THEM THAT A 3 GRADE MEANS THE IDEA WILL DEFINITELY HELP YOU ACHIEVE YOUR GOALS AND IS IN LINE WITH YOUR BRIEF – THE KIND YOU WANT TO REPLICATE TO PRODUCE BIGGER RESULTS.
- 10 MINUTES: NARROW YOUR BEST IDEAS. AS A TEAM, REVIEW ALL OF YOUR 3 GRADE IDEAS FOR UNIQUENESS, YOUR AUDIENCE'S INTERESTS, YOUR EXPERTISE, AND SIMILARITY TO YOUR TOP-PERFORMING CONTENT. THE GOAL IS TO FIND THE ABSOLUTE BEST WAYS TO CREATE THAT CONTENT TO BE THE BEST SOURCE OF INFORMATION ON A PARTICULAR TOPIC ON THE ENTIRE INTERWEBS.

## DEFINE STRATEGY CHECKLIST >>>

STATUS-BASED WORKFLOWS LOOK LIKE THIS:

- DRAFT
- REVIEW & APPROVALS
- PUBLISH

***TASK-BASED WORKFLOWS HELP YOU DISSECT ALL THE WORK THAT GOES INTO DEVELOPING A STRATEGY AND TO HELP YOU CHOOSE A SPECIFIC PERSON ACCOUNTABLE FOR EACH TASK, ALONG WITH DEADLINES FOR EVERY TASK.***

- BEGIN EVERY TASK WITH A VERB THAT DEMANDS ACTION. MAKE YOUR TASKS SUPER CLEAR BY HIGHLIGHTING EXACTLY WHAT THE TASK ENTAILS, WHILE ALSO BEING BRIEF.
- SET CLEAR DEADLINES FOR WHEN YOU EXPECT EACH TASK TO BE COMPLETE.
- UNDERSTAND THE DIFFERENCE BETWEEN DEADLINES AND YOUR LAUNCH DATES. HELP YOUR TEAM UNDERSTAND THE DATE ON YOUR MARKETING CALENDAR IS THE LAUNCH DATE FOR WHEN ALL ELEMENTS OF YOUR STRATEGY WILL BE 100% COMPLETE, WHILE ASSIGNING TASKS WITH DEADLINES FOR TASKS DAYS OR EVEN WEEKS
- REMIND YOUR TEAM BEFORE THEIR TASKS ARE DUE. SUBTLE REMINDERS OF TASK DUE DATES HELP THOSE BUSYBODIES KNOW WHEN THEIR TASKS ARE DUE SO THEY DON'T FORGET AND ACCIDENTALLY CAUSE YOUR PROJECT TO MISS ITS DEADLINE.





# EXECUTE THE PLAN

CONT'D

LOOK AT THAT LIST AND DETERMINE A PROCESS OF WHAT NEEDS TO BE DONE FIRST TO LAST. FLESH OUT YOUR BRAINSTORM IN A MORE ROBUST WAY IN THIS TABLE:

PRIORITY	TASK	DUE DATE	ROLE	TEAM MEMBER

# EXECUTE THE PLAN

## BOOST TEAM EFFICIENCY >>

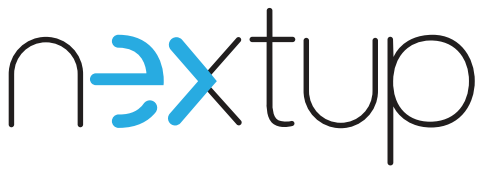
SET UP A TOUCH POINT WITH YOUR TEAM TO ASK THEM THREE VERY SIMPLE QUESTIONS:

1. WHAT WENT WELL?
2. WHAT WENT WRONG?
3. WHAT SHOULD WE IMPROVE NEXT TIME?

## CONTINUOUS MEASUREMENT >>

BLOCK OFF TIME ON YOUR CALENDAR TO REVIEW THE DELERSHIP'S STRATEGIES MOVING FORWARD TO MAKE SURE IT FITS THE STANDARDS YOU SET.

**DOWNLOAD THE PLAN AT  
WWW.THENEXTUP.COM/WIA**



**COUNT EVERY CUSTOMER**  
**SO EVERY CUSTOMER COUNTS**



**CAPTURE ALL WALK-INS**

Turn your team into an efficient sales engine. Allow other team members to focus on follow-up, appointments, and delivery



**TEAM EFFICIENCY**

Track progress through every step of the sale. Pinpoint the bottlenecks to improve guest experience and increase CSI.



**VISIBILITY & RESULTS**

Obtain accurate traffic counts to make the most of every opportunity across your sales, service and finance departments.



**PERFORMANCE MANAGEMENT**

Easily identify areas of improvements in your sales process. Guarantee your team is following best practices.

**MANAGEMENT SIMPLIFIED. PROCESS. TECHNOLOGY.**

“Nextup is absolutely the single best thing that has propelled our dealership to the next level. Thank you Nextup for opening our eyes!!”

Aaron Barry GM, Honda of Abilene



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