Marketing Strategy

To win today’s internet, your business needs a professional website, good SEO, reputation management, and regular social media or blog posts – but all of those won’t do much good for your business if they aren’t built on the foundation of well-defined marketing strategy.

Comprehensive marketing strategy is our bread and butter at Ruby Moon. We’ll work with you to develop a strategy to deliver the highest possible return for your business – both online and off.

<h2>Why Us?</h2>

At the heart of any marketing strategy is your business’ case for why customers should choose your business over your competitors’. What does your business offer that’s different, better, cheaper, faster? That’s essentially the core of your sales pitch to prospective customers; it’s what’s known in marketing-speak as your business’ “unique value proposition” or UVP.

At Ruby Moon, we’re experts at zeroing in on your business’ UVP. We’ll help you define what sets you apart from the crowd so your customers can see it, too. Here at Ruby Moon, our UVP is “expert, effective marketing strategies at rates affordable to businesses of all sizes.”

<h2>The Market is the Message</h2>

It’s been said that to win people over, you’ve got to speak to them in the language they understand. What’s left unsaid is: you’ve got to first figure out what language they speak.

In the case of your marketing strategy, before you get to figuring out what language they speak, you’ve got to first define who “they” are.

Who are the customers you most want to attract? They probably look a lot like the best customers you’ve dealt with in the past.

Ruby Moon will help you define a profile for your best customers – the characteristics they share, whether it’s age, gender, income level, geographic area, interests, or other – to define your ideal target customer, the market for your business. Then we’ll tailor your marketing message to appeal to that customer, so your business will be speaking their language.

<h2>Defined Marketing Strategies Pay Dividends</h2>

In addition to helping your business attract the highest-value customers, a thoughtful, well-defined marketing strategy will deliver a higher return on your marketing investment. Your business will waste less money and time on ineffective marketing efforts.

With a defined marketing strategy, your business can avoid “try it to see if it works,” hit-or-miss marketing efforts that burn through your budget without delivering results. Better yet, defining your business’ marketing strategy will actually allow you to measure results, so you can fine-tune or simply do more of what works best and less of what doesn’t work as well.

Unlike purchasing a generic advertising program, investing in developing a defined marketing strategy allows your business to really focus in on the customers you want and why they should do business with you. Instead of wasting limited resources on a scattershot approach delivering your message to mostly people who aren’t your ideal customers, every dollar you spend will be focused on the customers you want. Your business can reach out to those ideal customers repeatedly for no more than you’re currently spending, once you stop wasting money on messaging people who aren’t likely customers.

Ruby Moon’s marketing strategy services are the foundation for effectively marketing your business, whether online or off. Once we’ve defined what’s unique about your business, who your ideal customers are, and why they should do business with you, we’ll help you tailor your message to appeal to them and zero in on the best places and ways to reach them.

With a defined marketing strategy from Ruby Moon, your business doesn’t have to settle for JUST winning the internet – you can win the real world as well.

For a winning marketing strategy, both online and off, contact Ruby Moon today. We’re in it to win it. (Button linking to contact form or info.)