

RE·THINK

THE FUTURE-PROOFED PLAYBOOK FOR UNLOCKING LONGEVITY



LET'S

GO!

We've been around long enough to have had our fair share of failures. Failures that have inspired our growth and informed our decisions. Failures are an inevitable part of marketing that every business has to go through – we're here to ensure you skip the avoidable failures and accelerate your journey to success.

When we partner with businesses, we are always looking towards the future. We deliver current growth with immediate solutions but our full-service marketing is always aiming for long-term, sustainable growth. If a business is positioned correctly and the marketing is flexible enough to react to the ebbs and flows of economic and social factors, you can consistently be building for long-term growth.

This collection of learnings and actionable strategies has been formed over decades of experience. Working with businesses from every sector, audiences with every nuance and full marketing plans with every variation.

This edition of **Re.Think** delves into captivating your audience, mastering your marketing budget, breaking down how a brand builds profit, marketing strategy vs tactics and how your marketing can always be working for you with always-on strategies. We're excited to share our learnings with you and equip businesses everywhere with the power of longevity.



ROB HUGHES

Founder & Managing Director | Reech

HOW DOES A COMPANY BRAND ACTUALLY BUILD PROFIT?

WE LIKE BRANDS. YOU LIKE PROFITS.

LET'S DANCE.

It can sometimes be difficult as a business owner to understand the link between a cohesive, strategic brand identity and the ultimate bottom line of profit. Of course, there are many variables at the level between brand - let's call that level 1 - and profit - let's call that level 3 - plus a lot of gaps people are not aware of.

We're here to try and fill in those gaps in level 2 between brand building and profit because we must understand the way brands build value and more so, we must be able to communicate this without just putting it down to "marketing magic"- whatever that is/isn't.

The good news is that there are core principal ways in which strong brands create value. Real monetary value. Let's see what they are...

VOLUME

A strong and healthy brand will attract more people to buy, join or support you. This is because it's desirable in and of itself and certainly in comparison to your competition. Your brand stands out in people's minds when they think about your category or a particular aspect of their life in which it performs well, so people are more likely to be drawn to you. This is about creating an innate desirability so that when people move into your market or need your product, your brand is at the forefront of their minds.

Of course, these days there are many obstacles in the purchase process between entering a category and the final purchase, many ways that a challenger can unseat the preferences someone has for your brand, but it's still the case that a desirable brand will help you navigate this minefield successfully.

In this respect, a healthy brand works in your mind's search engine, coming out on top every time a customer thinks about your category or a particular need they have - something we now call 'mental availability'.

VALUE

A strong brand drives value in a number of ways. Desirability is translated into a degree of pricing freedom because it makes paying a little more justified and also makes people reluctant to substitute your brand if they don't have to. Stronger brands spend less time and margin on price promotion or discounting to build volume and so sell at full price for more of the time. While price rises are less likely to drive customer defection however much they might not like them.

Overall, healthier brands maintain and justify higher prices and margins because people are prepared to pay more for them.

EXPANSION

A strong brand that is well understood and liked by people will be better placed to extend into new products, services and categories. It can take that understanding and goodwill and use it to establish a foothold in a new category. If we look at a real-world example, there are a number of phenomenally strong brands at the head of the mobile network market in the UK, EE included, both Sky and Tesco have used the affection, affinity and values they have built into their brand in Entertainment and Retail respectively to make serious inroads into the mobile category.

Of course, this is a large-scale example as moving into new categories at scale is hard for a start-up, they will need to spend time building up their base and their business. A brand established in one part of people's lives, providing that it is sufficiently strong, will have an easier time finding new growth in an adjacent or new category, than a business with a weak brand.

BELONGING

A strong brand attracts and helps retain talent. Any business is in a fight for talent with its competitors and other sectors. It is imperative to be able to hire the best people and keep them. Keep them without having to pay over the odds and keep them so that their loss doesn't lead to significant recruitment costs.

With employee costs a significant part of the profit and loss statement of any service organisation and the dominant cost in a professional services firm, powerful brands have an effect beyond galvanising people with a clear sense of belonging. They make clear commercial sense outside the world of marketing and sales.

RESILIENCE

A strong brand builds resilience and protects the business from reputational challenges. In a way, it acts a bit like insulation so that the effects of problems, whether they're caused internally or externally driven, are less damaging.

That insulation may be as simple as a bit of forgiveness when someone receives poor service or has an unusually bad experience with your product. Think of it as a 'that's very unlike' buffer, in that when people have a poor experience they are more likely to think 'that's very unlike' your business as opposed to 'that's bloody typical' of your business. Of course, a strong brand doesn't allow businesses to do anything they want to, but it can help provide a shield to unavoidable problems.

These factors – Volume, Value, Expansion, Belonging and Resilience – are the principal reasons that a healthy brand is a business's best friend. A healthy brand sitting out there in the minds of your customers and your customers to come, creating a clear route for growth.

NOW THAT, IS MARKETING MAGIC.

**“BRANDS THAT
ARE THE MOST
POWERFUL CARVE
OUT BUDGETS FOR
GROWTH - BRANDS
THAT LAST ARE
BRAVE IN THEIR
EVOLUTION.”**



GEORGE HUGHES

Head of Creative | Reech

MARKETING STRATEGY VS. MARKETING TACTICS

WHAT DOES YOUR BUSINESS NEED?

Whether you're a startup looking to erupt into a sector or an established business re-positioning to get a bigger slice of the market share pie, you're going to need a healthy dose of both marketing strategy and tactics. Although the terms 'tactics' and 'strategy' are often used interchangeably, they are not the same, and blurring the line between them could douse any hopes of achieving your goals. Having the know-how to use both in unison is the trick to exceeding your targets.

PUT SIMPLY...

STRATEGY

A marketing strategy is an overarching, long-term plan that outlines how a business will achieve its marketing objectives and goals. It defines the target audience, positioning, value proposition, and competitive advantages. The marketing strategy provides the direction and framework for all marketing efforts.

TACTICS

Marketing tactics, on the other hand, are the specific actions, channels, and techniques employed to execute the marketing strategy. Tactics are short-term, actionable steps that support the broader strategy. Examples include social media campaigns, email marketing, content creation, search engine optimisation (SEO), OOH (out of home), and TV advertising.

There is always a temptation for businesses to skip straight to tactics, which can lead to outcomes like an e-commerce site increasing its paid search budget without any boost in sales or a brand newsletter that fails to drive traffic and results in a high unsubscribe rate.

STRATEGY COOKS, TACTICS SERVE.

BRIDGING THE --- GAP

So, now we know that strategy guides tactics – but what guides strategy? Your business objectives. Your core business objectives are what will both guide and bind your sales and marketing efforts. Crucially for your strategy, your business goals help identify the most relevant target markets to pursue. Marketing success hinges on intelligence, not intuition.

Marketing intelligence can come in the form of psychographic personas which are detailed profiles that delve into your audience's motivations, aspirations, and pain points. By understanding their "why," you can craft a strategy that resonates on a deeper level, creating emotional connections crucial for brand loyalty. By undertaking the intricate levels of preparation needed to link your business goals with a solid marketing strategy reinforced by detailed audience research, you're setting yourself up for success. Now, just time to implement these winning ideas...



TRIAL-ERROR-TRIAL-ERROR-SUCCESS

Marketing tactics are your testing ground to see if an idea is truly a winning one. Every campaign, social media post, or email blast is a golden opportunity to learn what makes your audience tick. By A/B testing different approaches, you can gather valuable data on content preferences, messaging styles, and even ideal offer structures. Data is the highest value of currency in marketing and the more varied streams of data you have rushing in, the better.

The power of marketing intelligence lies in the continuous feedback loop. By analysing data from your tactics, you can identify what's working and what needs tweaking. This data fuels further research, allowing you to constantly refine your psychographic personas and adapt your strategy for maximum impact. By staying nimble and pivoting when needed to react to data back from your marketing activities, you can stay a step ahead and alter your tactical implementation in real-time.

BASICALLY, YOU NEED BOTH

If you're aiming for success, there's no choosing between marketing strategy or marketing tactics. The key lies in striking the right balance that works for you. Startups might prioritise a strategic approach to build brand awareness, while established businesses seeking immediate sales might lean towards tactical execution. The optimal approach depends on your unique goals, resources, and market conditions. Whatever approach you're aiming to take, market research before kick-off is absolutely crucial to ensure you're differentiating yourself from your competition and hitting the right notes.

By merging strategic foresight with data-driven execution, you can create a marketing plan that not only sets the course but also adapts to navigate the ever-evolving marketing landscape. This ensures you reach the right audience with the right message at the right time, propelling your business towards long-term success.

With time, patience, expertise and drive you can go from navigating to dominating.

Customer Journey Map.

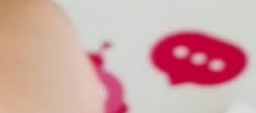
Q AWARENESS

? CONSIDERATION

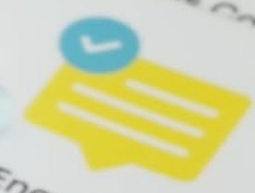
POINTS



Event / Exhibition



Enquiry Call



Enquiry Confirmation



Defensive



Enquiry



Trust

FRUSTRATION TO FRUITION:

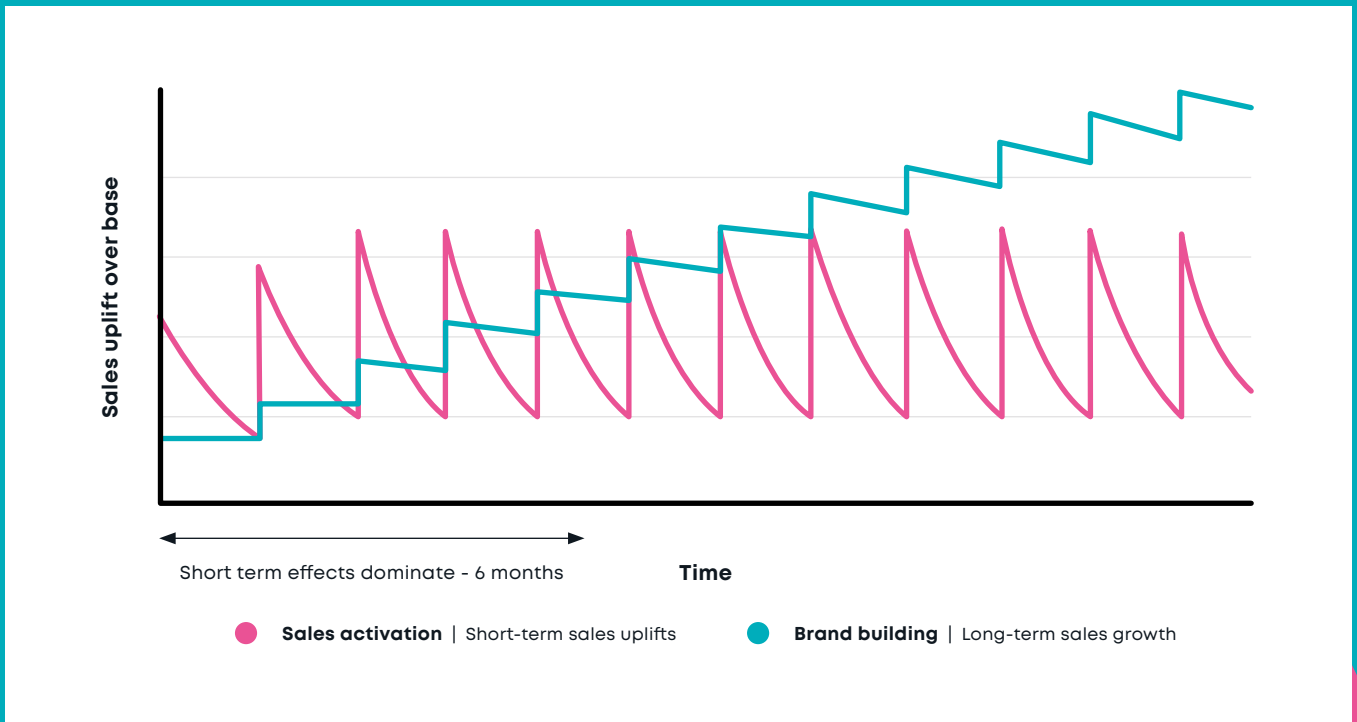
THE FOUR STEP FRAMEWORK

TO MASTERING YOUR MARKETING BUDGET

Your company is in a position where it's ready to put time, resources and capital into growth. Your marketing budget for the new financial year has been approved, you have the backing of your stakeholders and you're ready to conquer your sector. It is officially GO TIME. Even though this is an exciting scenario, it inevitably comes with its own set of challenges and pressures.

Where do you even begin to allocate your budget for maximum impact? What are going to be the most return-rich channels? How do you divide your budget to reach the right audiences? Fear not! We're here to outline a clear, four-step framework to break down your annual marketing budget. We'll explore the ideal allocation percentages for campaigns and ongoing operations, delve into the crucial balance between brand messaging and retail marketing, and unveil the essential activities that keep your marketing outputs soaring.

If the majority of your organisation's activity is consistently around short-term sales activation (AKA marketing tactics), the brand will be damaged in the long term. This chart shows the effects of sales activation vs. brand building when zooming out to look at the long term.



Source: Binet & Field, Media in Focus: Marketing Effectiveness in the Digital Era

01

DIVIDING THE SPOILS

CAMPAIGNS VS. OPERATIONS

Imagine your marketing budget as a pie. 70% of that pie is best allocated towards targeted marketing campaigns - these are the initiatives designed to achieve specific commercial goals, driving both short-term sales and long-term brand awareness to drive future demand. Part of this 70% also includes costs associated with creative strategy, ideation and development, campaign execution and production, and media channel investment.

The remaining 30% of the pie is dedicated to essential marketing operations - this encompasses activities that support your overall marketing efforts without necessarily being tied to a specific campaign. Examples include website maintenance, ongoing research and data analysis, industry events, and internal communications.

A potential curveball some companies throw into their budget breakdowns is allocating up to 10% of your budget as 'fun money' - this is a risk-averse budget portion you can use for experimentation or risk-taking. It's not essential but one of these experimental risks could end up bearing positive returns in the future!

02

STRIKING THE BALANCE

BRAND VS. RETAIL MESSAGING

Now, let's slice into that 70% portion dedicated to marketing campaigns. Research from established marketing experts and our own experience leads us to recommend a strategic split: 60% focused on brand messaging and 40% on retail messaging.

Brand messaging is all about building a strong emotional connection with your audience. This is where you cultivate trust, loyalty, and brand recognition through impactful content creation, strategic brand awareness campaigns, and engaging social media branding efforts. This split of the budget is a slow and steady burn, laying the groundwork for long-term growth and ensuring your company is constantly building awareness.

Retail messaging, on the other hand, is your short-term sales weapon that will deliver quick wins. This is where you leverage promotions, discounts, and targeted advertising to drive immediate sales and capitalise on existing market demand. It's the quick influx of capital that keeps your cash flow fluid and consistent.

This 60/40 split between brand messaging and retail messaging is the sweet spot for marketing effectiveness. By prioritising brand building, you create a loyal customer base that's more receptive to your future offerings. At the same time, the retail focus ensures you're not neglecting those immediate sales opportunities. It's a win-win for sustainable growth and a model that heralds results across all sectors.

See diagram on page 16.

03

DEFINING OBJECTIVES & MEASURING SUCCESS

Before diving headfirst into campaign creation, take a moment to define clear objectives and key performance indicators (KPIs) for both your brand messaging and retail messaging efforts. Of course, these will be dependent on your overarching business goals, sector position and unique product or service offering. Let's look at some brand & retail objectives and KPI examples.

Using these as a base is a great place to start, adding or subtracting bespoke touchpoints depending on your business offering.

BRAND MESSAGING OBJECTIVES

- Increase brand awareness and visibility
- Build and enhance brand reputation
- Establish emotional connections with the audience

RETAIL MESSAGING OBJECTIVES

- Drive immediate sales and revenue
- Promote specific products or services
- Maximise conversion rates

BRAND MESSAGING KPIS

- Brand recall
- Engagement rates
- Social media followers
- Brand sentiment

RETAIL MESSAGING KPIS

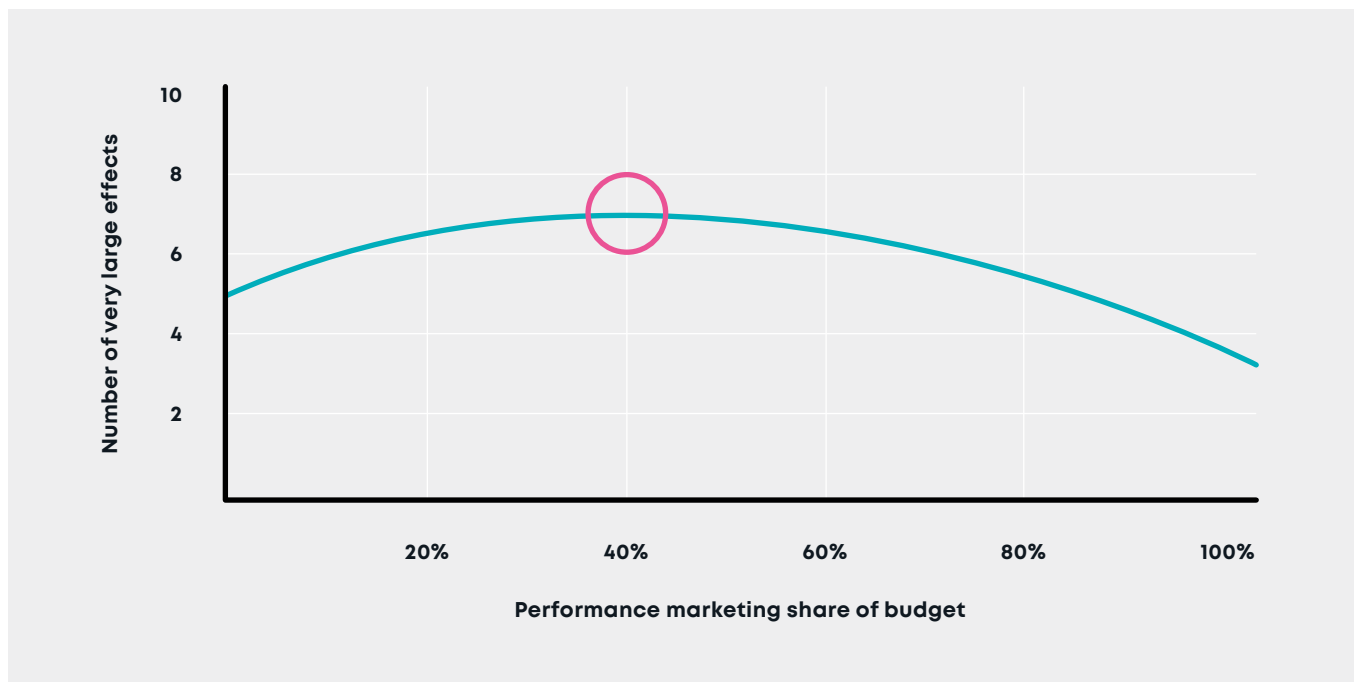
- Sales volume
- Conversion rates
- Foot traffic (for physical stores)
- Average order value

04

TAMING THE OPERATIONAL BEAST

Last but not least, let's tackle the remaining 30% of your budget – the operational expenses that keep your marketing machine flowing smoothly. The focus for this budget split is on capturing all fixed costs, overheads, and training needs. Try to think outside the box – it can be difficult to foresee future costs if you are navigating uncharted market budgeting waters but there will always be more than essential technology investments and ongoing administrative expenses.

For these unforeseen needs, collaborate with key stakeholders to identify potential marketing activities. Prioritise these activities based on their impact on your overall business objectives. Finally, allocate a portion of the operational budget to each activity based on its projected return on investment (ROI).



Source: Binet & Field, The Long & Short of It

Above all else, patience is a key factor in achieving an optimised marketing budget spend. Through constantly measuring your progress and tweaking along the way, you will find the perfect balance and transform your marketing budget from a source of frustration into a powerful tool for building long-term growth for your business.

Worcestershire

BizFest

Event by Resch



CONNECTION IS THE **KEY**

CAPTIVATE YOUR AUDIENCE FOR LONG-TERM GROWTH

Feeling like you're constantly pushing a boulder uphill, struggling to build your audience and convert them into loyal customers? We hear ya', growing your audience and pushing sales can feel like a never-ending grind. The good news - it doesn't have to be this way. By shifting your approach and tweaking your mindset to focus on captivating your audience, you can transform them from passive spectators into an army of advocates who shout your business offering from the rooftops.

The secret sauce? Creating genuine connections. The hard sell is dusty and outdated - the focus is all on building trust, fostering engagement, and providing real value. But how do we build this to a stage where we see positive financial returns? Let's dive into the key methods that consistently help businesses achieve breakthrough results that last.

**“FORGET JUST
KNOWING YOUR
CUSTOMER’S AGE
OR INCOME - DIG
DEEPER. WHAT DO
THEY CARE ABOUT?
WHAT KEEPS THEM
UP AT NIGHT?
FIND OUT WHO
THE PERSON IS.”**



FAYE HUDSON

Growth Strategist | Reech

01 | KNOWING YOUR AUDIENCE

Your sales and marketing aren't about you - it's all about understanding your ideal client. What keeps *them* up at night? What problems do *they* need to solve? Cut the me-centric mindset, speak their language and address their specific needs.

When you start creating content that directly provides your audience with solutions, you are in a position to become an authority figure that they look to for their wants and woes. They'll see you as someone who "gets it", becoming a trusted advisor and building a genuine trusting relationship.

Getting to this point won't happen overnight. To first know how to communicate with them, you need to understand how they want to be communicated to. Customer feedback, audience personas and market research are all data mines that hold the answers and need to be consistently drawn upon.

02 | CONNECTION > NETWORKING

Consumer or not, we all crave the feeling of being seen, heard, and understood. Building genuine connections with your audience is the key to unlocking true loyalty. If you try and sell to everyone you won't sell to anyone - instead of spreading your bets, double down on your ideal audience and build for the jackpot.

To nurture your audience for long-term loyalty, don't just blast your message at them. Your audience should feel like a community that is a two-way street. Foster engagement by encouraging content sharing and actively replying to comments on the social channels that work for you. Gift genuine advice and industry insights without actively looking for something in return at that moment.

When someone interacts with your brand, they should feel valued and understood, not like they are being sold to. Focus on building these connections - it's the sustainable way to build your brand following that will keep building.



03 | FACTS TELL, STORIES SELL

While facts hold merit, they can be dry and forgettable. Of course, they build validity and reinforce your offering, but you can't build a loyal audience from facts. Stories, on the other hand, captivate, inspire, and leave a lasting impression that keeps your business at the front of their mind. Don't shy away from personal narratives. Let your audience glimpse the "why" behind your dedication. Show transparency through your company journey, the highs and the lows, this screams authenticity and is unquestionably unique to you.

Expand on past client success stories to illustrate the transformative power of your offerings. The better you weave captivating narratives into your communications, the deeper the connection you forge with your audience. This translates to a loyal customer base and passionate brand advocates.

Of course, every business is unique. Experiment and discover what resonates best with your ideal client. Whatever your industry, these storytelling secrets are a tried and tested tool and can propel your brand towards remarkable growth.

04 | EMBRACE EVOLUTION

Brace yourself, but every piece of content or comms you put out is not going to work – I know, tough scene. But instead of shooting in the dark and hitting send with crossed fingers, look through the window of your audience's mind with sweet, sweet data. By tapping into the value of your data flow, you can remove emotion from strategy and work towards the metrics that are winning.

Adapting and evolving your output is not a weakness, it is the sign of a business that has its finger on the pulse. Page views, click-through rates, social shares, form conversions and successful call to actions reveal what resonates and what needs a refresh. Analytical powerhouses like Google Analytics and social media insight platforms transform to become your private detectives, providing invaluable intel on audience preferences, how they consume content, and their level of engagement.

Content creation is a dynamic journey, not a one-time feat. By embracing the power of data and continuous refinement, you'll transform your content into an engagement magnet, attracting your ideal audience and organically driving sales.



START BUILDING TOMORROW'S SUCCESS TODAY

WITH ALWAYS-ON MARKETING

Getting caught up in the allure of immediate results is becoming more difficult to get away from. Whether it's internal pressure to deliver quick results or the need for justification for further marketing spend, click-through rates, conversion metrics, and short-term campaigns all clamour for our attention. Although short-term marketing efforts are important for a business, there needs to be a balance found to ensure there are always-on marketing strategies burning away in the background that are building towards your long-term success.

Some such 'always-on' strategies are Search Engine Optimisation (SEO), Organic Social Media, and Content Marketing. While they require consistent effort and may not deliver instant gratification, the rewards are substantial – a loyal customer base, a strong brand reputation, and sustainable growth that weathers market fluctuations.

PLAYING THE SEO LONG GAME

SEO is the process of optimising your website and content to rank higher in search engine results pages (SERPs), particularly Google, which processes over half of all web traffic globally. While the initial investment in time and expertise can be significant, the benefits are undeniable. Studies suggest that SEO delivers an exceptional return on investment, with some experts estimating a chunky £3 in revenue for every pound spent. The key lies in patience – it typically takes at least six months to begin seeing results, and top-ranking websites in competitive industries have honed their craft for years.

Effective SEO starts with a deep understanding of your target audience's search behaviour and the keywords they use. This ongoing research, paired with evergreen content, ensures your content remains relevant and discoverable. Beyond content, technical aspects of your website play a crucial role. Optimising page loading speed, ensuring mobile-friendliness, and building a strong backlink profile through credible websites linking to yours are all critical to a healthy, optimised website.

HARVESTING ORGANIC SOCIAL

Paid social media advertising undoubtedly has its place, but for long-term brand building, organic social media reigns supreme. The focus is on establishing a genuine presence on the platforms where your audience congregates and having a hoard of historic content for fresh audiences to investigate.

Regularly sharing engaging content that resonates with your audience, like informative blog posts, industry news, captivating videos, or even behind-the-scenes glimpses into your company culture sparks conversations, not just broadcasted information. A successful social media channel is a two-way street where your audience can interact with your company and get a true sense of your identity.

Foster a two-way conversation by actively responding to comments and reviews. Address questions promptly, express gratitude for positive feedback, and demonstrate a genuine interest in your audience's needs. Building relationships takes time and effort, but the payoff is a loyal community of brand advocates who trust you and support your business.

A well-managed social media presence can drive traffic back to your website, convert followers into leads, and ultimately, into paying customers. By sharing valuable content and fostering a community around your brand, you can nurture leads through the sales funnel and ultimately drive sustainable growth for your business.

CURATING CONTENT THAT CONVERTS

When content marketing is done right, it is an art that transforms your website into a valuable resource hub for your target audience. This encompasses a diverse range of content formats, including blog posts, infographics, whitepapers (just like this bad boy) videos, and more. By consistently delivering high-quality content, you establish your brand as a trusted authority in your field. This approach offers a multitude of benefits that contribute to long-term growth.

Compared to traditional marketing tactics, content marketing boasts a significantly lower cost while generating a higher return on investment. Studies suggest content marketing costs about 62% less than traditional outbound marketing while generating three times as many leads. This makes it an attractive option for businesses of all sizes looking to achieve sustainable growth.

The benefits of content marketing extend far beyond lead generation. High-quality content establishes your brand as a credible source of information, fostering trust and loyalty with your audience. Over time, you'll cultivate a community of engaged followers who view you as a trusted resource, turning them into loyal brand advocates who promote your business organically.

PROOF OF PROCESS

UK-based online florist Bloom & Wild have cultivated sustainable success with an always-on marketing strategy and that has transformed the business from a startup to a flourishing e-commerce enterprise. Through engaging social media content, relevant targeted email campaigns with no spam, and SEO smarts, their popularity has skyrocketed. Social savvy keeps their audience buzzing with eye-catching flower pics, witty captions, and user-generated content. Their fun Instagram stories make learning about new blooms enjoyable. Bloom & Wild has honed in on its target audience through personalised email campaigns based on browsing and purchase history – relevant emails translate to happy customers (and more sales).



Their website, optimised for key terms like “letterbox flowers,” ensures they bloom high in search results and attract new customers. The cherry on top is their excellent customer service across social media and live chat that builds trust, sorts issues quickly and keeps customers coming back for more. Bloom & Wild’s always-on approach has yielded rapid growth, a strong brand recognised for its friendly personality, and a loyal customer base nurtured by targeted marketing and great service.

MARKETING; FUTUREPROOFED

SEO, organic social media, and content marketing are not quick fixes. They represent a commitment to building a strong foundation for long-term growth. By investing in these strategies, you’ll attract a loyal customer base, establish your brand as a thought leader, and achieve sustainable success that weathers market fluctuations. Remember, true marketing success is a marathon, not a sprint. By focusing on long-term strategies and building genuine connections with your audience, you can ensure your business thrives for years to come.

HOLD

TIGHT!

If you've made it this far, you've unlocked a secret or two on building long-term growth for your business – nice one. But your journey is just getting started - the future belongs to businesses that can adapt and evolve.

In the next edition of **Re.Think**, we'll delve into the power of Digital Transformation. We'll explore how to leverage modern practices to streamline operations, enhance customer experiences, and modernise your growth strategy.

STAY TUNED AND KEEP INFORMED.

THANKS FOR READING