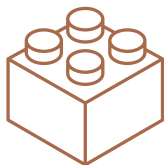


activ
marketing™
by
Lou Eddy



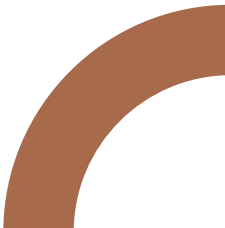
Build your business like
a LEGO® Master

www.activmarketingloueddy.com



Become the Master Builder of Your Business

Imagine you're about to build an intricate LEGO® kit. You've got the picture on the box showing your dream creation – just like your vision for a successful business. But, just like building a LEGO® masterpiece, you need all the right pieces and a clear step-by-step plan. Think of this guide as your LEGO® instruction manual for business success. Dive in to discover the fun and essential stages of building your business, brick by brick!





Vision and Planning: The LEGO® Box Cover



The image on the box shows what the final product should look like, giving you a clear vision.

Marketing

Your marketing strategy starts with a clear vision of your brand's potential – your big picture.

2

Gathering the Pieces: Market Research and Resources

Before you start building, you gather all the pieces, ensuring none are missing.

LEGO®

Marketing

Conduct thorough market research to understand your target audience, competitors, and industry trends, ensuring you have all the necessary data and resources.



3

Building the Foundation: Branding and Positioning

LEGO®

You start with the base, laying a strong foundation for your structure.

Marketing

Establish a strong brand identity and positioning in the market, creating a solid foundation for all marketing activities – the base that holds everything together.



4

Step-by-Step Instructions: Marketing Plan



Follow the instructions step-by-step to assemble your LEGO® set.

Marketing

Develop a detailed marketing plan with clear steps and strategies, like an instruction manual guiding you to business success, one step at a time.

5

Assembling the Core Components:

Product and Messaging



Assemble key parts like the walls and roof, which form the main structure.

Marketing

Develop core marketing messages and content that resonate with your audience, along with products or services that meet their needs – the main building blocks of your business.

6

Adding the Details: Promotional Activities

Add details and accessories that bring the LEGO® structure to life.

LEGO®

Marketing

Execute fun and engaging promotional activities like social media campaigns, email marketing, and events to enhance visibility and engagement – the details that make your business shine.



7

Quality Check: Monitoring and Adjusting

LEGO®

Regularly check the instructions to ensure you're on the right track and make adjustments as needed.

Marketing

Continuously monitor marketing performance and make adjustments based on feedback and analytics – keeping everything on track and running smoothly.





Final Touches:

Customer Engagement and Loyalty



Add the final touches that make the LEGO® set complete and appealing.

Marketing

Focus on customer engagement and building loyalty, ensuring long-term success and brand advocacy – the final touches that make your business unforgettable.

Just as you can't build a LEGO® kit without all its pieces, you can't build a successful business without a comprehensive marketing plan. activ Marketing by Lou Eddy provides the essential strategies and steps, ensuring each piece of your marketing puzzle fits perfectly, leading to a cohesive and thriving business.



Scan to visit website



For more information on how activ Marketing by Lou Eddy can help build your business, visit our website or contact us at:

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