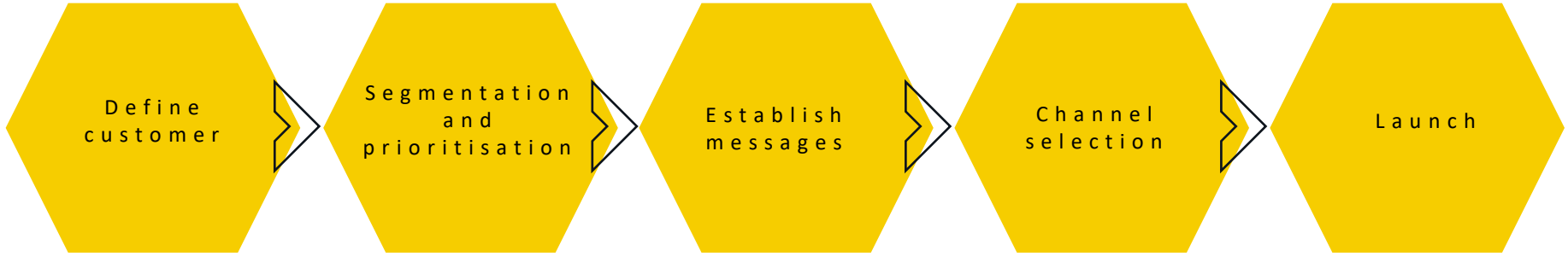
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Who, What, How, When, Where (W4H Model)



Key activities

Define customer

- Identify and understand key segments of the market
- Define key marketing objectives
- Define timescales and measures of success
- Align sales and marketing – process and outcomes

Segmentation and prioritisation

- Analyse data – ensure clean and complete
- Identify best-fit segments to match objectives
- Confirm the target customers – at org and contact level
- Decide approach – one to 1, few, many or mass

Establish messages

- Define key messages
- Create benefits vs features matrix
- Screen the key messages to be tested to impact customer behaviour
- Review existing – recycle, reuse or create new
- Define message delivery channels

Channel selection

- Enlist the possible and best channels which can help reach the intended customer groups
- Map channels to stages of journey
- Define Next Best Actions (NBAs) and nurture channels/timing
- Create comms plan with timings

Launch

- Enlist a set of KPI to check and calculate the success of a marketing campaign
- Understand what and how you will revise and optimise the campaign in flight
- Set way points for ongoing review with sales
- Analyse overall performance vs objectives
- Close the loop – wash up learning for future campaigns

PROPOLIS

To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here

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