Twitter Thread by Ari Lewis



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67 Lessons on Marketing Strategy

Inspired by the conversation between @mkobach and @rachelmercer

Notes ■

What is Strategy?

• Strategy is defining the problem you are trying to solve and the plan to get there
• Many people put strategy on the backburner
• Without strategy, it's hard to know if what you are doing is successful

What is Strategy? (Part 2)

• Strategy is like running
• You can't just start running
• You need to decide where you are going to run to and if you have the stamina to get there

What is Strategy? (Part 3)

• Strategy is the rock, pebbles, and sand in a jar story
• Is it the new shiny object (eg. TikTok) a rock?
• Or is it unnecessary and just taking up space you don't have?

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What is Strategy (Part 4)

• Strategy is the foundation for which success can spring from
• The strategy is the GPS, the destination is tactics
• No right way to do strategy

Create Your First Strategy

- Discovery Phase: Figure out the lay of the land, what channels are we using, what are competitors doing?
- Audit: Where you are now and where you need to go
- Create from to statements (eg. silo to cohesive strategy)

Frameworks

- An organization construct to organize your thinking at any point in time
- Examples SWOT & Simon Sinek Why
- Brand, Purpose, Mission

Strategy and Tactics

- Strategy is the overarching plan
- Tactics are actions that support that plan

Strategy and Tactics (Part 2)

- Strategy Example: we are targeting 18-25 y/o that we are tech-savvy
- Tactic Example: we will do it on TikTok, create content and do podcast sponsorships

Strategy and Tactics (Part 3)

- Strategist: where it should live and why we need to create it
- Tactic: Creating the ideas and assets for the content

Strategy and Tactics (Part 3)

- Creating a strategy and executing on the tactics is like curling
- Strategy is launching the stone
- Tactics are sweeping it to the target

Social Media Strategy

- Social media is constantly changing
- Most brands are focused on engagement
- That is usually the wrong strategy b/c their messaging is inconsistent and not thematic

Social Media Strategy (Part 2)

- Social is cheaper historically
- It's easier to test because you can hyper-target and gelocate
- KPIs are immediate compared to traditional channels

Social Media Strategy (Part 3)

- Social media strategy is a way to achieve marketing strategy
- We are living digital-first lives (more people consume digital content than traditional content)
- It's a living strategy (eg. Covid-19 shifted strategy)

Social Media Strategy (Part 4)

- What are you trying to achieve?
- Someone should follow us because of X
- This dictates what channels to use

Internet Culture Affect Strategy

- Tailor to the culture of the industry and channels
- Industries are diff (eg. Spirits vs Financial Services)
- Channels are diff (eg. memes on TikTok are constantly changing)

Brand Authenticity

- Strategists are modern-day anthropologists
- Strategists bridge authenticity and culture

Organic Social

- It's possible to only do organic, but rare
- Don't use traditional metrics such as views to measure organic
- One example of a measurable ROI is perception of trust

Organic Social (Part 2)

- Organic typically needs to be supported by paid
- @steak_umm is a brand that does very good organic
- They are the exception to the rule

Organic Social (Part 3)

- Brands need to wean off filing feed
- Content needs to drive or fuel conversations
- Content is best when it's consistent

Creative Strategy

- Misnomer of word
- Strategy and creative work together
- It's a parternship

Social Media Strategy vs. Marketing Strategy

- The two go hand in hand
- It's possible to have a social strategy without a marketing strategy, though not the norm
- Glossier is an example of a brand that was a social-first strategy

How Can You Be Better on Twitter?

- Follow @JuiceboxCA
- He added value to a niche network by curating social ads
- Have a unique POV

Why Do People Share Content?

- Strengthen bond with network
- Define myself (eg. collective identity)
- Status

What Do People Get Wrong About Strategy

- People don't view strategy as valuable
- They don't understand how it drives business results