

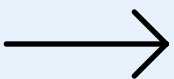
# The only 5-step marketing process you need

+ tool to do it



Think of the marketing process like a guide to make sure your marketing efforts are smart and effective. (You don't want to just throw things at the wall and hope they stick)

Don't worry if you've never done it before, we'll walk you through it:



## STEP 1



# Market research

You need to understand your audience (hello, future customer 🙌). Ways to do this are:

- ✓ Create buyer personas with our free buyer persona template
- ✓ Interview customers about your brand
- ✓ Collect info from survey forms or use the Semrush Market Explorer

Then, gather all your data and do the SWOT analysis. This will help guide your marketing strategy in the next step.

SEMRUSH Persona

Log out

← Start page

+ Add title Save & Share

Bio  
Type something...

Quote  
Type something...

Frustrations (pain points)  
Type something...

Motivations (goals)  
Type something...

Demographic info  
Age  
Enter how old the persona is  
Location  
Where the person lives  
Family Status  
Enter family status

Brands and influencers  
Type something...

Communication  
Channels  
Enter channels  
Content types and formats  
Enter content types and formats  
Content themes and topics  
Enter content themes and topics

Factors influencing buying decisions  
Enter content themes and topics

Gilberto Emmerich

The only 5-step marketing process you need + tool to do it by **Semrush**

STEP 2



# Time to create a strategy!

It comes down to how good you are at engaging customers, so keep them at the center of your marketing all the time.

**Set clear marketing goals** (as always, with the customer in mind).

Make sure you have a strong **value proposition** = you can give customers an idea of what your brand is all about.

**Refresh your brand guidelines.** Without brand guidelines, it's easy for content and other assets to become confusing for users.

## STEP 3



# Develop a marketing plan

“Marketing strategy” and “marketing plan” are actually different things.

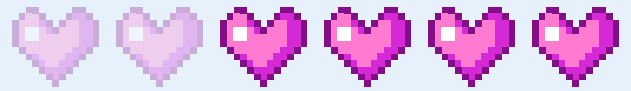
Your marketing strategy says, “We want to build a house.”

But your marketing plan says, “Here’s how we’ll build our house.”

Your marketing plan doesn’t have to be as long as your marketing strategy. A one-page plan is fine if it includes the most important information your team needs to do their work.

List your target audience, marketing goals, value proposition, KPIs, and total budget at the top of the page.

## STEP 4

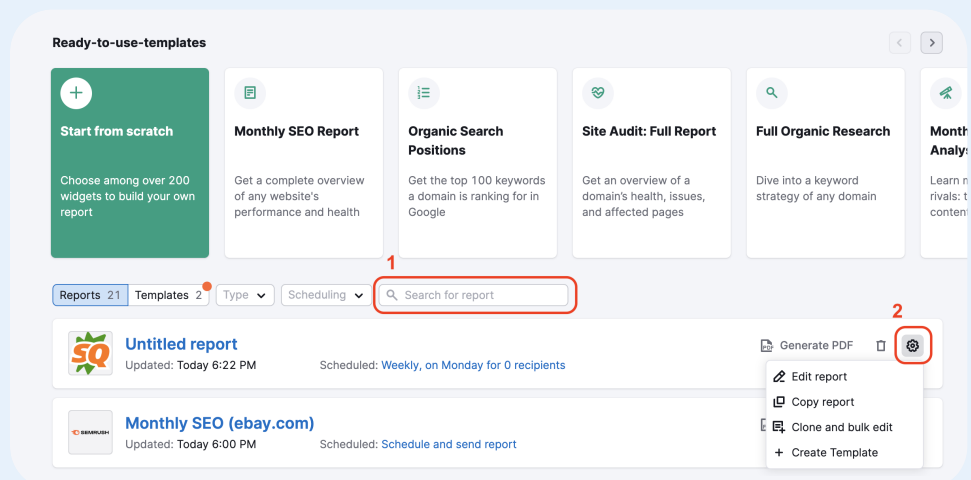


# Launch your plan and measure

Now that you've got a good marketing strategy and plan in place, it's time to get rolling.

Keep a close eye on your KPIs, so you can change things when you need to.

The best part is that you can add all your data points across tools in My Reports and share it with the whole.



The only 5-step marketing process you need + tool to do it by **Semrush**

STEP 3



# Build those customer relationships

Hot take: the marketing process doesn't end after your campaign is live.

Now it's time to work on customer loyalty!

- ✓ Use loyalty and referral marketing programs
- ✓ Give great after-sales support
- ✓ Share UGC

STEP 6



# Pick the right tool

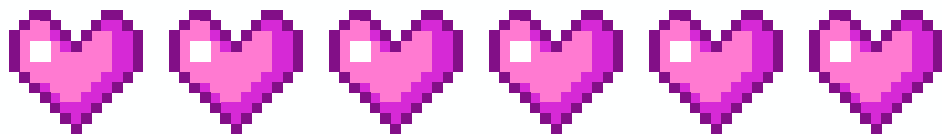
Did you think Semrush was for SEOs only?

Wrong.

Stay on the same page with all specialists (social media managers, Content marketers, Data analysts Sales & Account Managers) & collaborate on all projects in one place.

The only 5-step marketing process you need + tool to do it by **Semrush**





Save these 6 steps and  
share Semrush with your  
whole team for it!