Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

— Sun Tzu
What do you know about your target audience?
TIP:
Understand the why. Dig into their deeper emotional needs and challenges.
What is truly unique about what you do that will resonate with your target?
TIP: The doing is the telling. Seriously evaluate the uniqueness of your offering.
How do you tell the story in a compelling way?
TIP:
Production quality counts. Consider partners such as DMOs to defray costs.
Engagement

What are the media tactics you’ll employ?
On the trail, you’re an animal.

But which one?

TAKE THE QUIZ AND FIND OUT.
Engagement

TIP:
Try stuff. Focus.
Don’t be afraid to fail.

Social video • Native • Influencers • UGC
Email segmentation & automation
Thank you.