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Types of Marketing

Strategic & Tactical





Whenever someone comes up to me to start a discussion about “marketing”, I politely ask which marketing he or she wants to talk about.

I most often get a blank stare or an answer similar to, “You know, *marketing* marketing.”

No, I don’t know.



Here is just a sampling of the terms I see and hear being bandied about.

- Affiliate marketing
- Content marketing
- Database marketing
- Digital marketing
- Direct marketing
- E-mail marketing
- Inbound marketing
- Infomercial marketing
- Networking marketing
- Outbound marketing
- Search marketing
- Social marketing



The foregoing are all part of tactical marketing. Tactical marketing is, simply put, how and where you market.

- TV
- Radio
- Newspapers
- Magazines
- Billboards
- Online
- E-Mail
- Friends
- Leaflets
- Social Media
- Signage
- Trade Shows
- Telemarketing
- Groupon
- Leads Groups



Tactical marketing is also when you market.

- Seasons
- Holidays
- Annual or Semi-Annual Sales
- Events like:
 - Back-to-School
 - Super Bowl
 - World Series
 - National Ice Cream Month



In other words Tactical Marketing is the

**Delivery System
for your Message**



Strategic Marketing, on the other hand is

What You Say

Your Brand

Your Story

Your Unique Message



You should devise, create, and test your strategic message(s) **BEFORE** you even think about about spending real money to develop your website, buy ad space or time, print a brochure, invest in signage, or go to a networking or leads group.



Why? Because Tactical Marketing:

- Is much more expensive than strategic
- Is often more difficult and costly to correct
- Won't work effectively without a strong, compelling message.



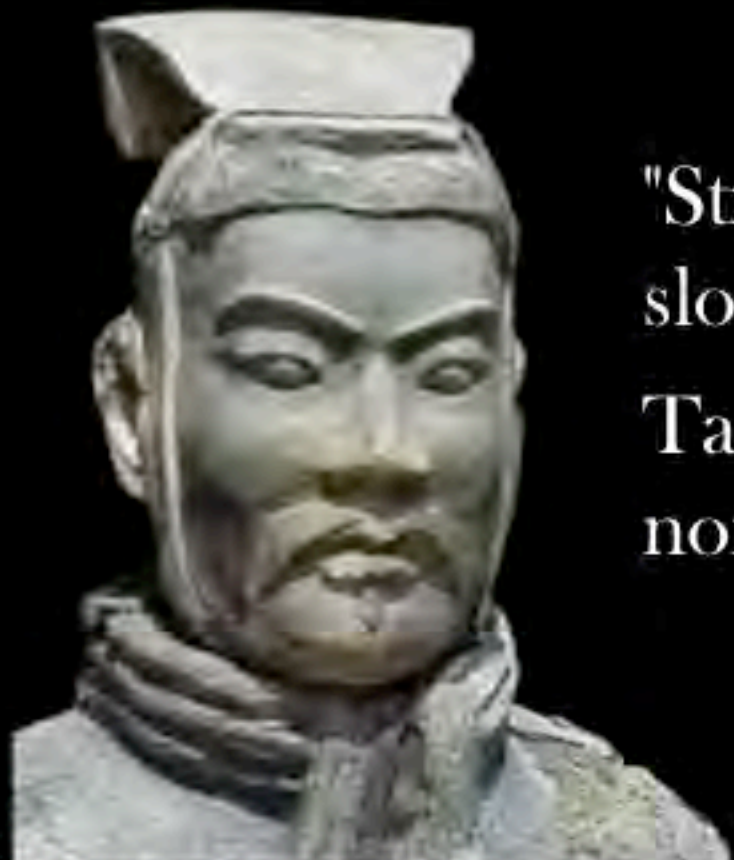
“Message and branding strategy
comes **FIRST**.”

Tactics of communicating your
message(s) to your prospects and
customers comes **SECOND**.”



“Too many small businesses run right out and start doing websites, social media and advertising before they have a compelling message.

This has been a major cause of poor results and insufficient **Return On Investment** for decades.”



"Strategy without tactics is the
slowest route to victory.

Tactics without strategy is the
noise before defeat."

Sun Tzu
The Art Of War

Great minds have understood the difference between
Strategy and Tactics since 500 BC



Write Like A Madman concentrates on the creation and communication of your unique compelling message.

There are literally thousands of books, guides and blog posts that advise you on tactical marketing. Please don't take the bait until you have successfully crafted **Your Unique Message.**



Your business, your family, and you deserve nothing less than to give yourself the best chance for success.

Enjoy and Prosper,

Alan

Alan Tarr's

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