

# TAX TALKS

Australia's Tax News Podcast - The Podcast for Australian Tax Professionals

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## 237 | Marketing Strategy and Execution

Marketing Strategy and Execution – these two things need to go together. One without the other is nothing, either a waste of paper or pointless action.

### Marketing Strategy and Execution

Marketing strategy and execution – first strategy, then execution. This is how you get things done.

In this episode Melissa Donnelly of [Affinity Communications](#) shares a lot of insights about marketing strategy and execution. Here is what we learned but please listen in as Melissa explains all this much better than we ever could.

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### Marketing

Welcome to the grubby, dark world of marketing. Marketing is generally viewed as a necessary evil. And often handled part-time by the office junior who also manages reception.

BUT if have a clear marketing strategy that lists your purpose, vision and goals and you communicate this to your staff and your clients, then you have a different paradigm.

There is a high chance that 2/3 of your staff don't know why they come to work and what they are meant to achieve.

*Let me share a survey with you: PwC's strategy consulting business surveyed 540 employees of professional firms. The result: 28% of respondents reported feeling fully connected to their company's purpose. 39% could clearly see the value they create. 34% thought they strongly contribute to their company's success. More than half weren't even "somewhat" motivated, passionate, or excited about their jobs.*

The result? Unmotivated staff step back from challenges and don't effectively engage with clients – let alone up or onsell. So get a strategy to fix that.

### Strategy

You have all read the book by Michael Gerber. You all know about having to work on your business rather than in it.

But the fact is that this is still the bottleneck everything hinges on. Most accountants in small to mid-tier firms struggle to find the time and resources to work on their business, marketing strategy included.

But the process of writing a marketing strategy forces you to do just that. Writing a one-page marketing strategy forces you to work on your business.

A marketing strategy is like a map. It tells you where you are, where you want to be, how you get there and how long it will take.

## Execution

Without execution your strategy is nothing more than fantasy. You need to act and execute.

Perfection is the enemy of good. Just get started. It won't be perfect at the start. There will be gaps. But once you're 75% happy with the plan and estimated costs, go for it

Commit, execute, evaluate, reset – and then repeat. Use the Nike principle, “Just do it”. Change that to “Just f... do it” if that gives you more drive.

## Summary

So here are Melissa's top tips in summary:

- 1 – Strategy without execution is fantasy.
- 2 – Growth and sustainability won't happen if you don't market your offer
- 3 – Your strategy is your road map and your plan is your vehicle
- 4 – Adopt the Nike principle. Don't worry about it being perfect. Make it good enough and then do it.

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So this is a short summary of what we learned in this interview. But please listen in since Melissa Donnelly explains all this in a lot more detail.

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