



Steps to an Effective Marketing Strategy

for 2026



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01

Align on Objectives



The business needs clear objectives, both short and long term, so that you know how to align and measure success.

These could be revenue goals, pipeline/leads to get there, and branding/awareness. It could be entering a new market. It could be launching a new product.

Be clear, be aligned, so you're all working toward the same thing.



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02 Define the Market & ICP

Agree on who you are going to target. This doesn't mean someone else can't become a customer, but prioritize so you can research where they consume information, what they're worrying about right now how they make buying decisions, etc.

Think about criteria like industry, size (revenue, employees, stage, etc.), roles, and others.





03

Develop Your Strategy



You know what you need to accomplish. You know who you want to reach. Now you'll begin thinking about how you'll do that, what you'll need to invest, and the results you'll measure.

The components of your strategy will include, at a minimum:

- Goals/objectives
- Target audience
- Unique value proposition
- Competitive analysis
- Channel and tactics
- Budget
- KPIs and measurement



04 Identify Channels & Tactics

Where are the best places to reach your audience at different stages in their buying journey? How do they prefer to consume information? Your prior research helps define your focus on where to do your marketing.

When you are getting started, it's better to do a few channels well than try to be everywhere. You can expand and add over time.

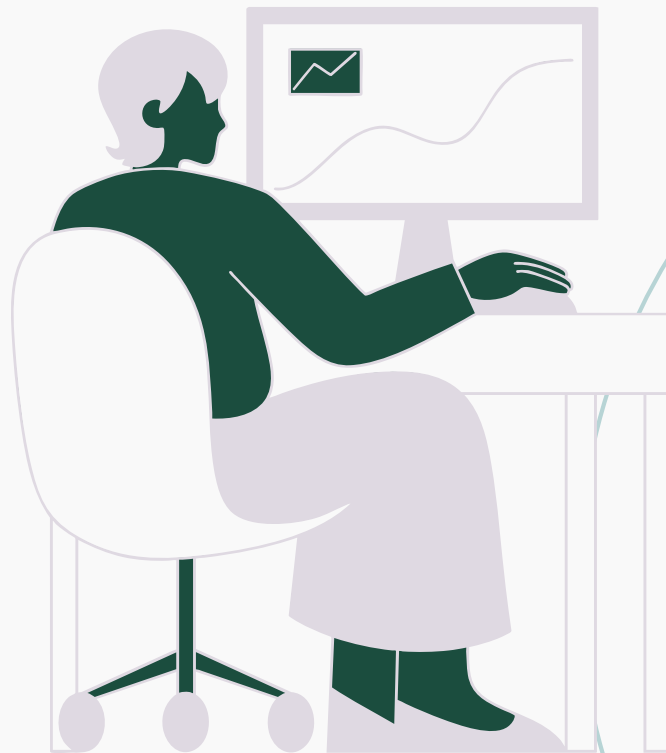
The most common B2B marketing channels are listed below, but your needs depend on your company's growth stage, industry, target audience, etc.:



- Content marketing
- Email marketing
- Social media
- Search engine optimization (SEO) and answer engine optimization (AEO)
- Paid advertising
- Events
- Account-based marketing (ABM)



KPIs & Metrics



Measurement helps you understand what's working and contributing to success... although not all marketing influence is measurable. Decide how you'll measure performance and use the data to update your plans.

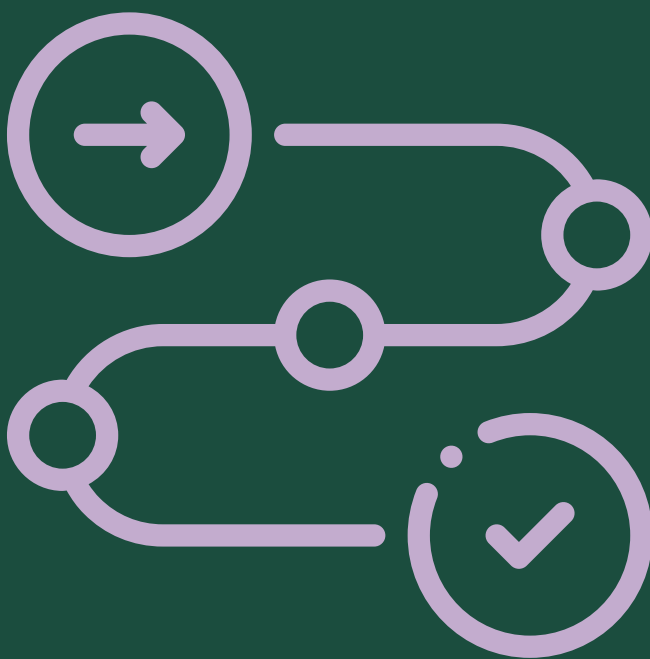
You'll likely want to include leading indicators like website traffic and engagement, leads and pipeline, and lagging indicators like revenue.



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Final Thoughts

A polished marketing engine is not built over night. Get together with your team to prioritize activities and systems against your goals. Add and mature marketing elements over time.



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