



Fully baked

Creating a marketing strategy that holds

Georgina Lewindon

glew™





 Lucy's showstopper 'Sunday lunch' cake

Marketing fails

1. Basing marketing plans on a weak foundation
2. Under or over complicating the mix of marketing tactics
3. Presenting something unappealing



**Good marketing is
like baking: it
requires a mix of
science, creativity
and experience**

3. Presentation
Make it look appealing

2. Substance
Balance your mix

1. Foundation
Create a solid base

1. Create a solid base

Collaborators

Competitors

5Cs analysis

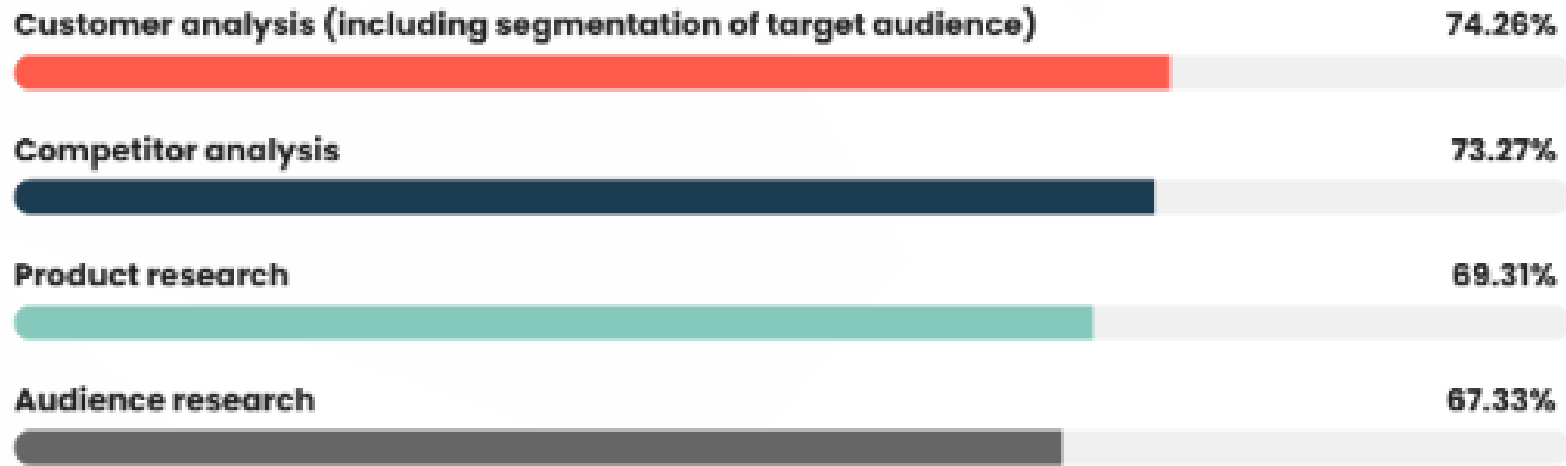
Climate

Customers

Company



Most popular reasons for market research



STATE OF MARKET RESEARCH

2023 REPORT

CREATED BY:

 PMA Product Marketing Alliance

SPONSORED BY:

 SEMRUSH

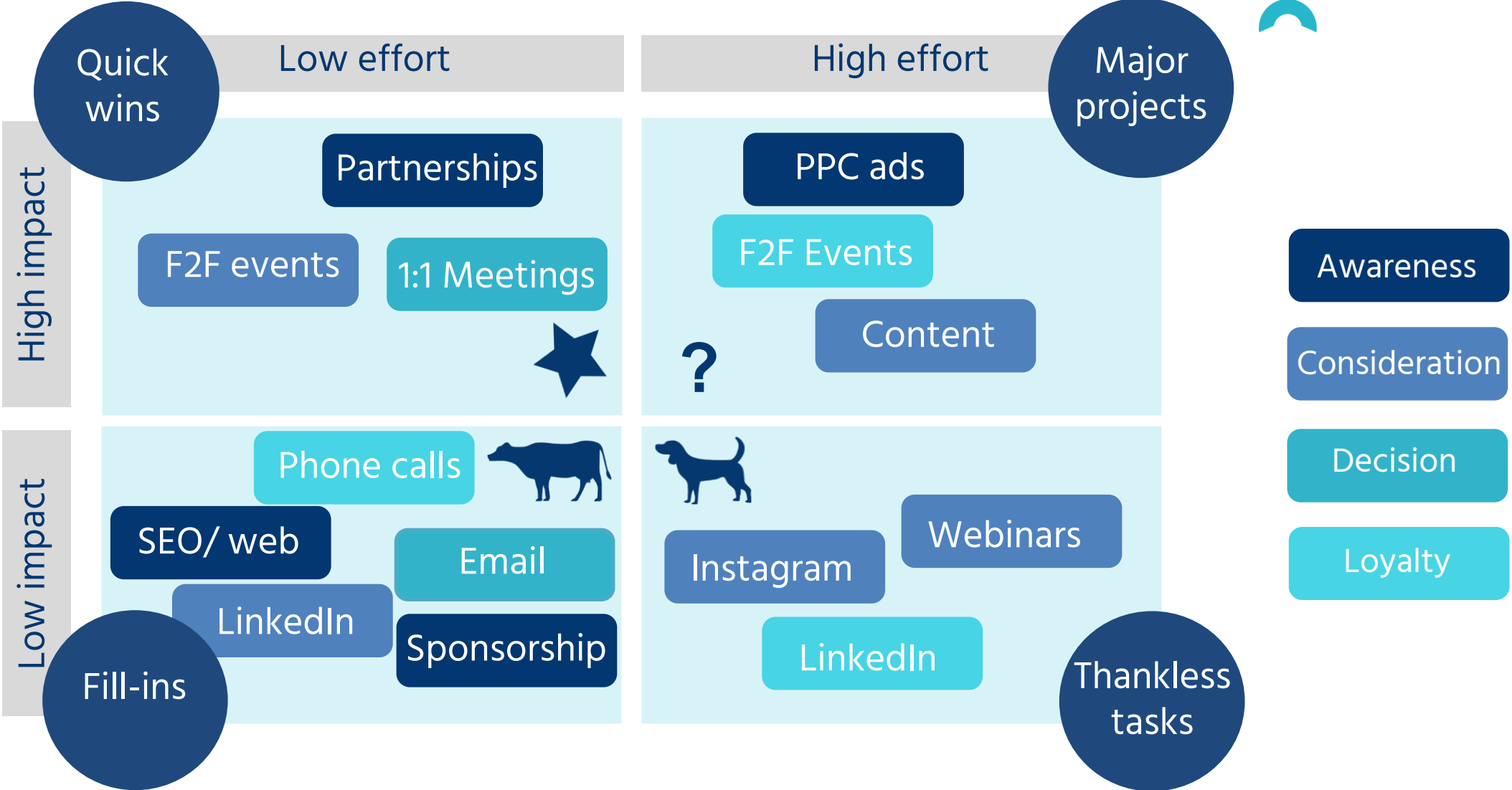
FOOD & BEVERAGE

Krispy Kreme UK CMO Emma Colquhoun on Brand Consistency and Plan to 'Unbox Joy'

A new platform and an out-of-home activation to deliver more light into consumer's lives



2. Balance your mix





‘We do use social media but are selective. It has to fit with our overall marketing strategy and what we are trying to achieve.’

3. Make it
look appealing

glew™




2023 Marketing Week Career and Salary Survey

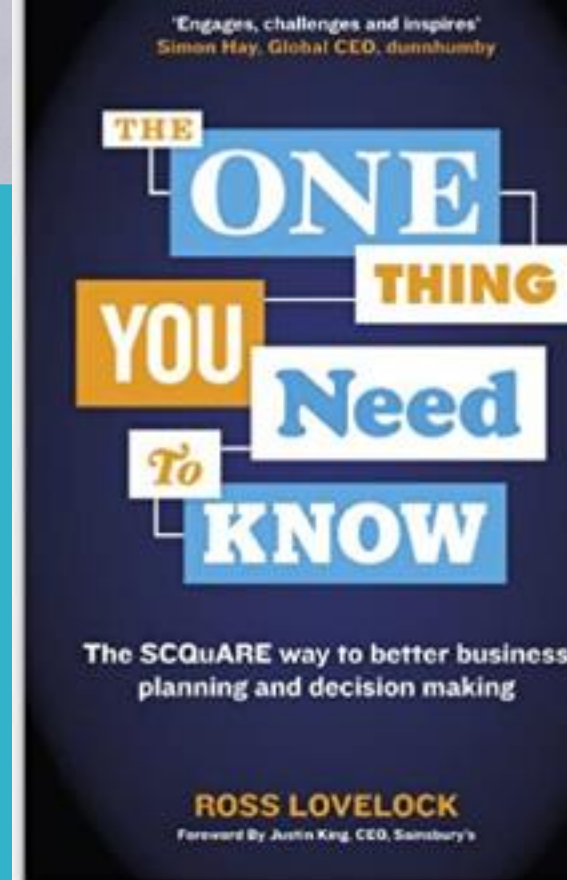
(3,000+ respondents)

- 40.9% respondents say marketing has a greater strategic role within their business
- 58.2% feel confident in their ability to influence change
 - 65% feel their work is having a greater impact

CIM's CMO75 Report

- 59% expect to have more budget available, with a median increase of 11-20% predicted for 2023
- 59% had seen their marketing budgets increase over the last 12 months

- 
- S Setting – positives and problem
 - C Consequence – what will happen
 - Q Question – the dilemma to solve
 - u
 - A Answer – the solution
 - R Recommendations – the specifics
 - E Evidence – route causes of problem





Evidence

Recommendation

Answer

Question

Consequence

Setting



Setting

Consequence

Question

Answer

Recommendation

Evidence


glew™



3. Presentation ✓
Make it look appealing

2. Substance ✓
Balance your mix

1. Foundation ✓
Create a solid base



Happiness is a
piece of cake

Thank you for listening

If you have any queries please get in touch
georgina@glewmarketing.co.uk



[@g_lewindon](https://twitter.com/g_lewindon)



[/in/georginalewindon](https://www.linkedin.com/company/georgina-lewindon/)