
THE SOCIAL HANDGRENADE GUIDE TO MARKETING STRATEGY

(BECAUSE “SYNERGY” MAKES US GAG)



1. Know Your Victim (uh, Customer)

- Figure out who you’re targeting. Not “everyone with a pulse.”
- Ask: Who actually wants what you’re selling?
- Build a persona: age, job, hobbies, guilty pleasures.
- Example: “Millennial who spends more on oat lattes than rent.”

2. Stalk Their Habits (Legally, Please)

- Where do they hang out online? Instagram? LinkedIn? Reddit rabbit holes?
- What content makes them stop scrolling—memes, tutorials, cat chaos?
- If they’re on TikTok, don’t bore them with a 10-minute explainer video.

3. Craft Your Rebel Message

- Forget “We’re passionate about excellence.” Snooze.
- Instead: “We save you time so you can binge Netflix guilt-free.”
- Tone matters: sarcastic, bold, or inspirational—pick one and own it.
- Rule: If your slogan sounds like it belongs on a corporate mug, burn it.

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5. Plan the Attack (Goals & Tactics)


- Set goals that aren't vague fluff.
 - Bad: “Increase awareness.”
 - Good: “Get 500 new followers who aren't bots.”
- Break it down: campaigns, timelines, budgets.
- Track results—because “vibes” aren't metrics.

6. Test, Break, Repeat

- Try stuff. If it flops, laugh, learn, and pivot.
- A/B test headlines: “Buy Now” vs. “Don't Be Basic.”
- Keep what works, ditch what doesn't.
- Marketing is basically throwing spaghetti at the wall—just measure which strands stick.

7. Stay Loud, Stay Weird

- Consistency is key, but so is personality.
- Don't be beige. Beige brands die quietly.
- Be the one people remember—even if it's because you made them spit coffee on their keyboard.

 **Bottom line:** A marketing strategy isn't a 50-page PowerPoint—it's a battle plan. Know your audience, craft a message that slaps, pick your channels, set real goals, and keep experimenting until you're unforgettable.