

# HOW TACTICS APPLY TO MARKETING PROBLEMS

Apply Tactics in the right situation can help solve your marketing problems. See if you can identify your brand's challenges, and use the appropriate Tactic.

<i>If Your Problem Is ...</i>	<i>Apply This ...</i>	<i>First Action Step ...</i>
You need to compete against bigger, established category leaders	 <b>INNOVATION</b> <i>Tactic</i> 	Pintpoint an established norm, then run in the other direction
Employees or customers feel only a lukewarm connection with you	 <b>PASSION</b> <i>Tactic</i> 	Communicate your messages with strong emotion and energy
You're not seen as a leader or authority	 <b>POWER</b> <i>Tactic</i> 	Establish decisive opinions and beliefs to become the voice of authority
You need to increase the perceived value of yourself or your products	 <b>PRESTIGE</b> <i>Tactic</i> 	Overdeliver in one area
Clients and teams aren't loyal to you	 <b>TRUST</b> <i>Tactic</i> 	Repeat and reinforce patterns, eliminate chaos and uncertainty
People aren't curious to discover your ideas and insights	 <b>MYSTIQUE</b> <i>Tactic</i> 	Carefully vet all communication, sharing only the minimum necessary
Your audience isn't taking fast or organized action	 <b>ALERT</b> <i>Tactic</i> 	Focus on negative consequences to accelerate urgency and drive action