INSERT COMPANY NAME

Marketing Strategy
Insert Date

Overview

Market Dynamics

Insert a summary of the market your business is a part of including an overview of the industry, key customers, and core competitors

Brand Objectives

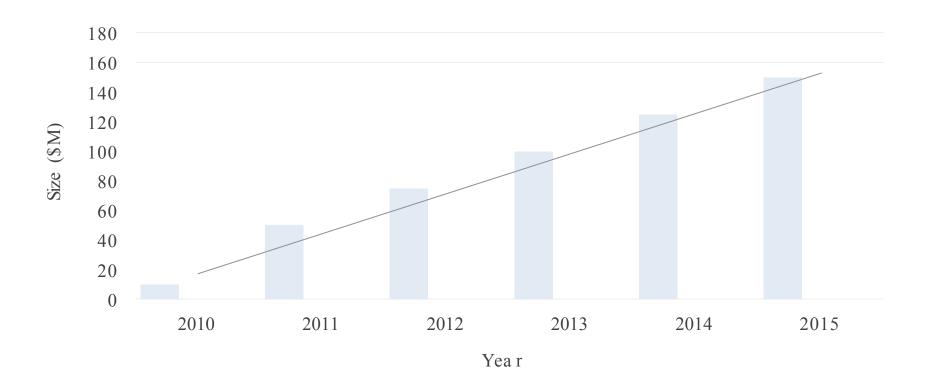
Write the objectives of your brand linking the m to the market dynamics (industry, competitors, and customers) you want to respond to

Stra te g ic Visio n

Provide an overview of your strategic vision which should be the steps you will take to meet your company's objectives over time

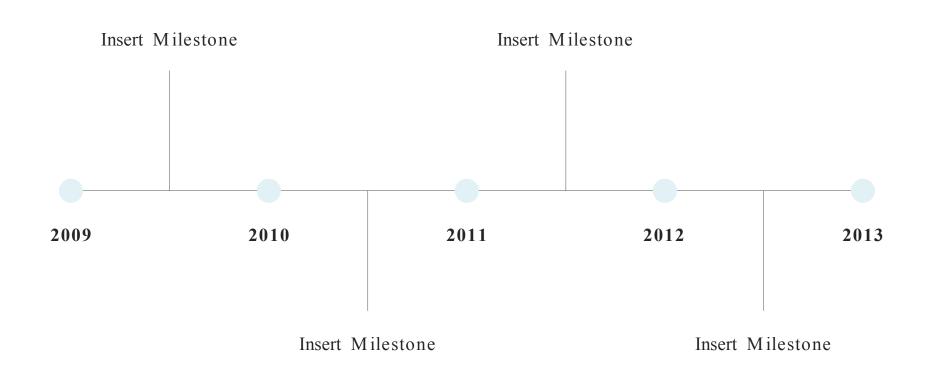
Market

Past and projected growth



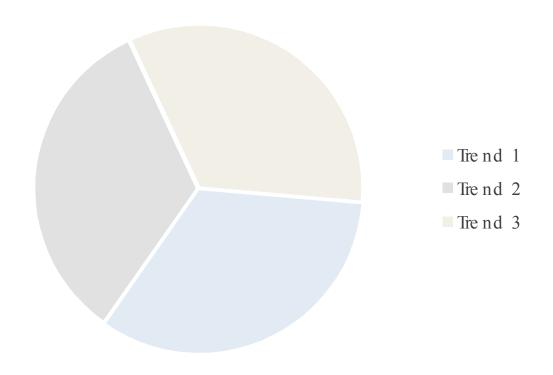
Market

Evolution and key mile stones



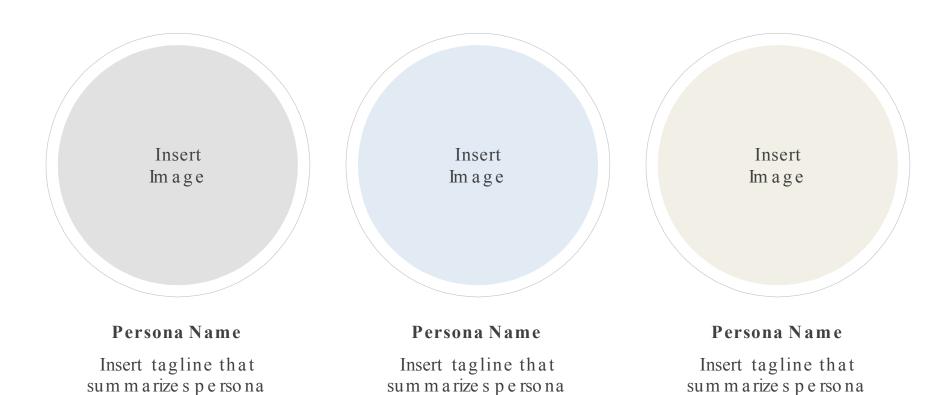
Market

Trends that characterize the market



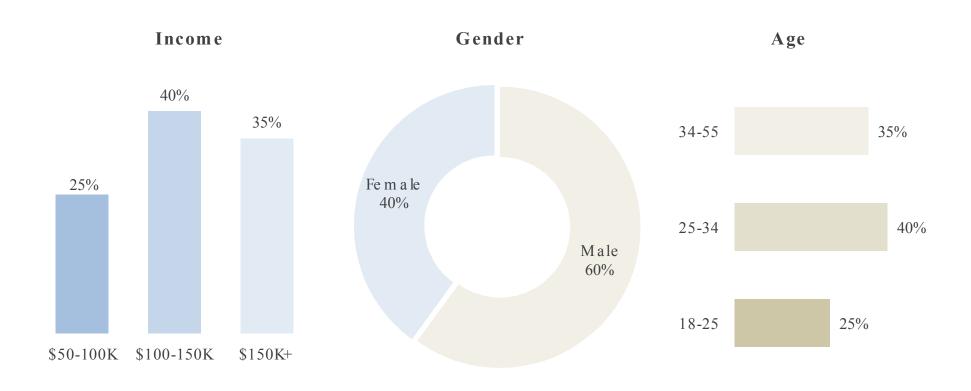
Consumers

Personas representing key customers



Consumers

Important custom er demographics



Consumers

Custom er p sychographics and behaviors

Personality Activities Interests $\circ\Box$ Insert $\circ\Box$ Insert $\circ\Box$ In se rt Personality $\circ \square$ Insert Interests o□Insert Activitie s $\circ\Box$ Activitie s Personality $\circ \square$ Insert Interests o□Insert In se rt $\circ\Box$ In se rt Personality $\circ \square$ Insert Interests o□Insert Activitie s Personality Interests $\circ\Box$ Insert Activities

Competitors

Competitive Array

	You	Competitor 1	Competitor 2	Competitor 3
In sert Comparison Point				
In sert Comparison Point				
In sert Comparison Point				
In sert Comparison Point				
Insert Comparison Point				
TOTAL				

Note: score on a scale (e.g. 1-low, 2-med, 3-high) a cross specific strategic success measures then sum to analyze total results

Competitors

SWOT An a lysis

Strengths We a kne sse s INTERNAL FORCES Insert Weakness o Insert Strength Insert We a kne ss o Insert Strength ☐ Insert Strength Insert Weakness Insert Weakness Insert Strength Opportunities Threats EXTERNAL FORCES o Insert Opportunity Insert Thre at o Insert Opportunity Insert Thre at ☐ Insert Opportunity Insert Thre at o Insert Opportunity Insert Thre at He lp ful

Product and price positioning map



Product placement or distribution channels

Channel1

De scribe where customercan find product

Channel2

Describe where customercan find product

Channel3

Describe where customercan find product

Channel4

De scribe where customercan find product

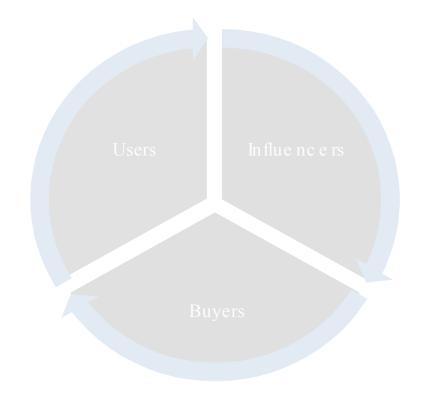
Promotional activities

Awareness	Educ a tio n	Consideration	Purchase	Loyalty	Advocacy
Insert Key	Insert Key	Insert Key	Insert Key	Insert Key	Insert Key
Channel	Channel	Channel	Channel	Channel	Channel
Insert Key	Insert Key	Insert Key	Insert Key	Insert Key	Insert Key
Activity	Activity	Activity	Activity	Activity	Activity
Insert Key	Insert Key	Insert Key	Insert Key	Insert Key	Insert Key
Me tric	Me tric	Me tric	Me tric	Me tric	Me tric

Note: core branding and marketing activities along the Consumer Path to Purchase

People involved in the decision-making process

Sum marize who the end user is and how to target the m



Sum marize who the most important influencers are and how to target the m

Sum marize who is a ctually making the purchases and how to target the m

Contacts

INSERTNAME

Insert Title Insert Email Insert Phone

INSERTNAME

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INSERTNAME

Insert Title Insert Email Insert Phone

