

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

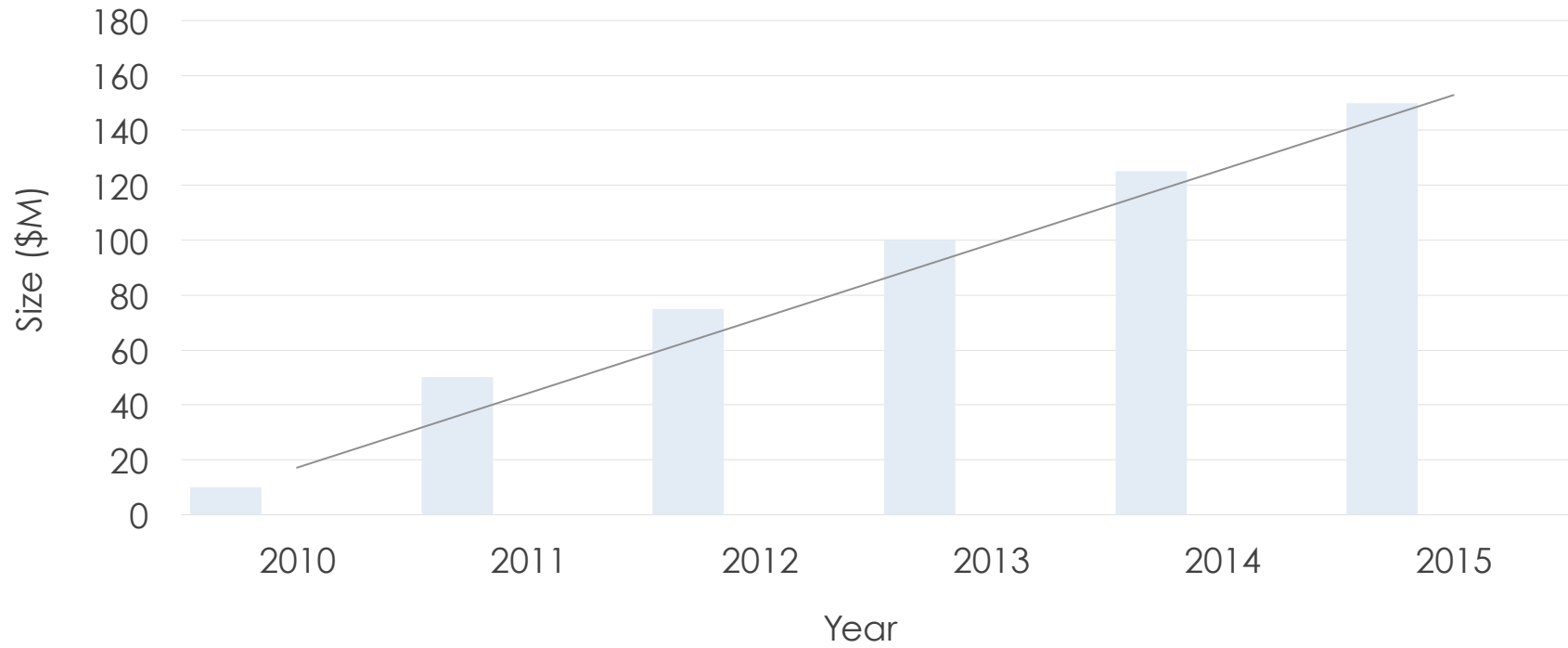
Write the objectives of your brand linking them to the market dynamics (industry, competitors, and customers) you want to respond to

Strategic Vision

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

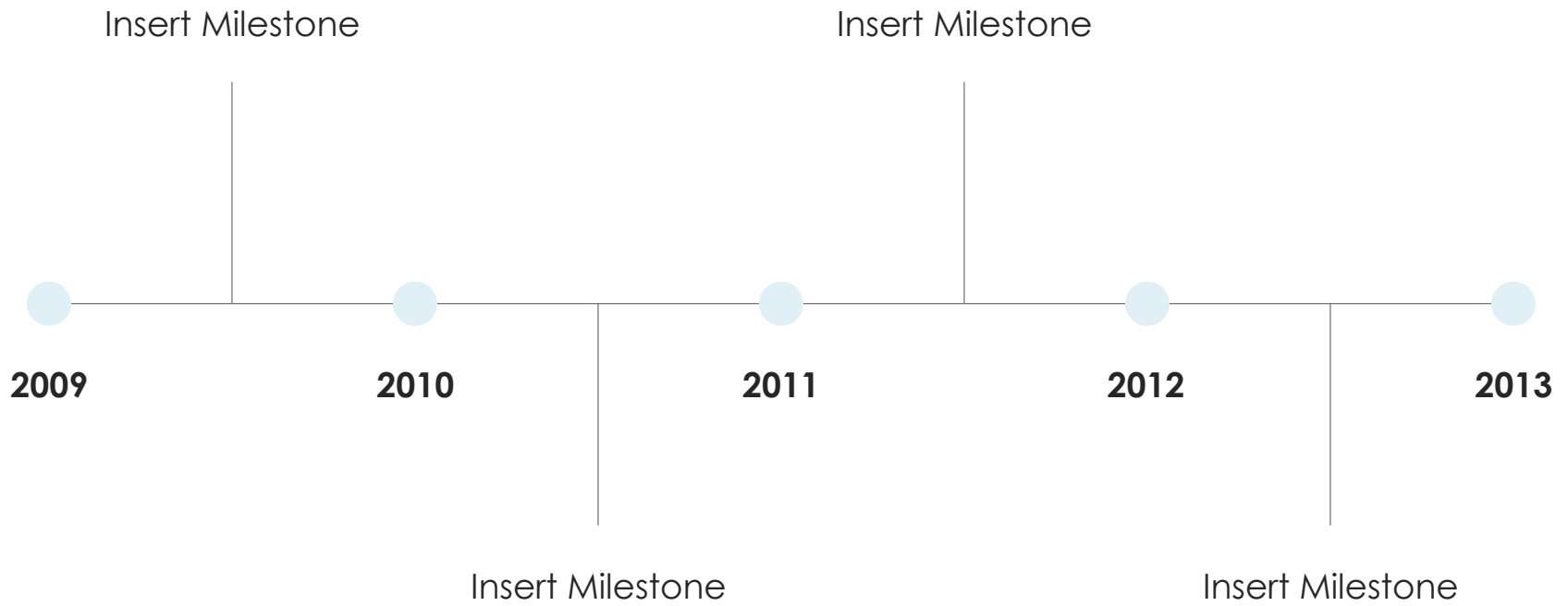
Market

Past and projected growth



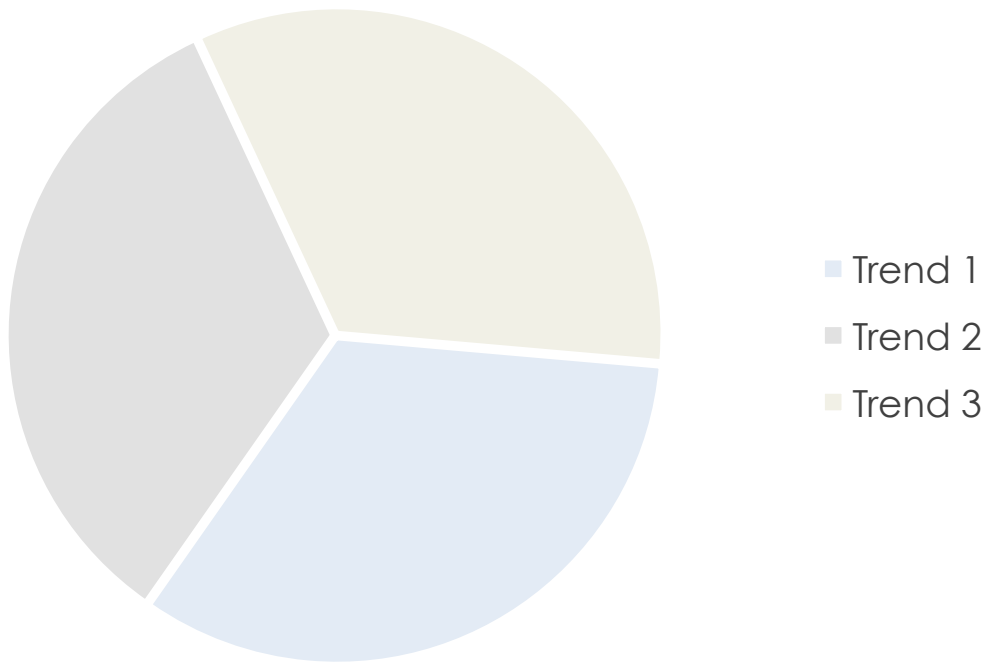
Market

Evolution and key milestones



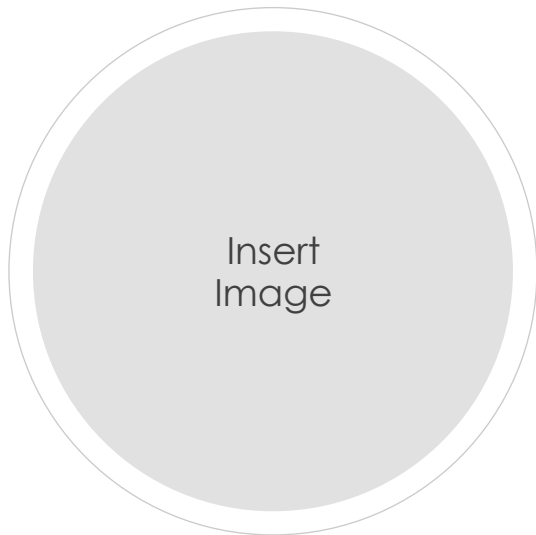
Market

Trends that characterize the market



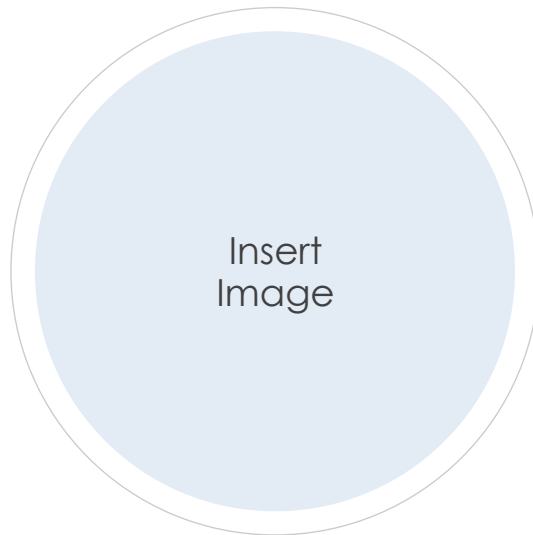
Consumers

Personas representing key customers



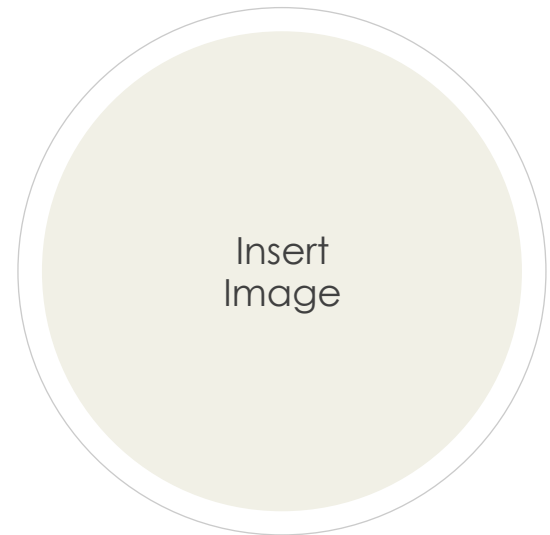
Persona Name

Insert tagline that summarizes persona



Persona Name

Insert tagline that summarizes persona

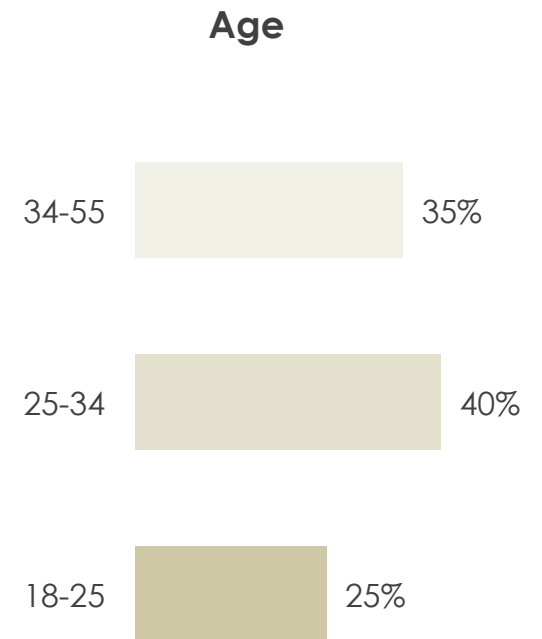
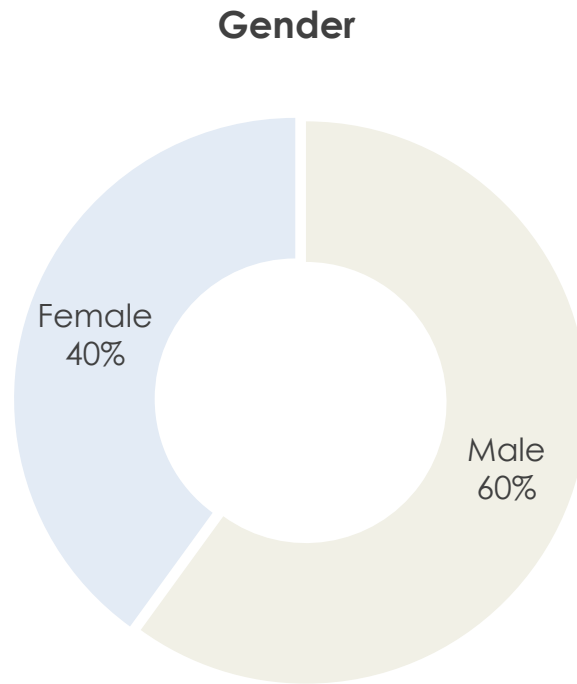
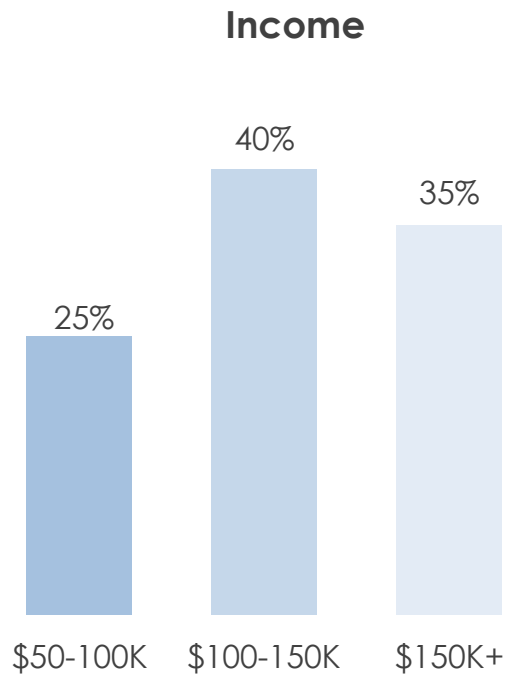


Persona Name

Insert tagline that summarizes persona

Consumers

Important customer demographics



Consumers

Customer psychographics and behaviors

Personality

- Insert Personality
- Insert Personality
- Insert Personality
- Insert Personality

Interests

- Insert Interests
- Insert Interests
- Insert Interests
- Insert Interests

Activities

- Insert Activities
- Insert Activities
- Insert Activities
- Insert Activities

Competitors

Competitive Array

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

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

Competitors

SWOT Analysis



Strategy

Product and price positioning map



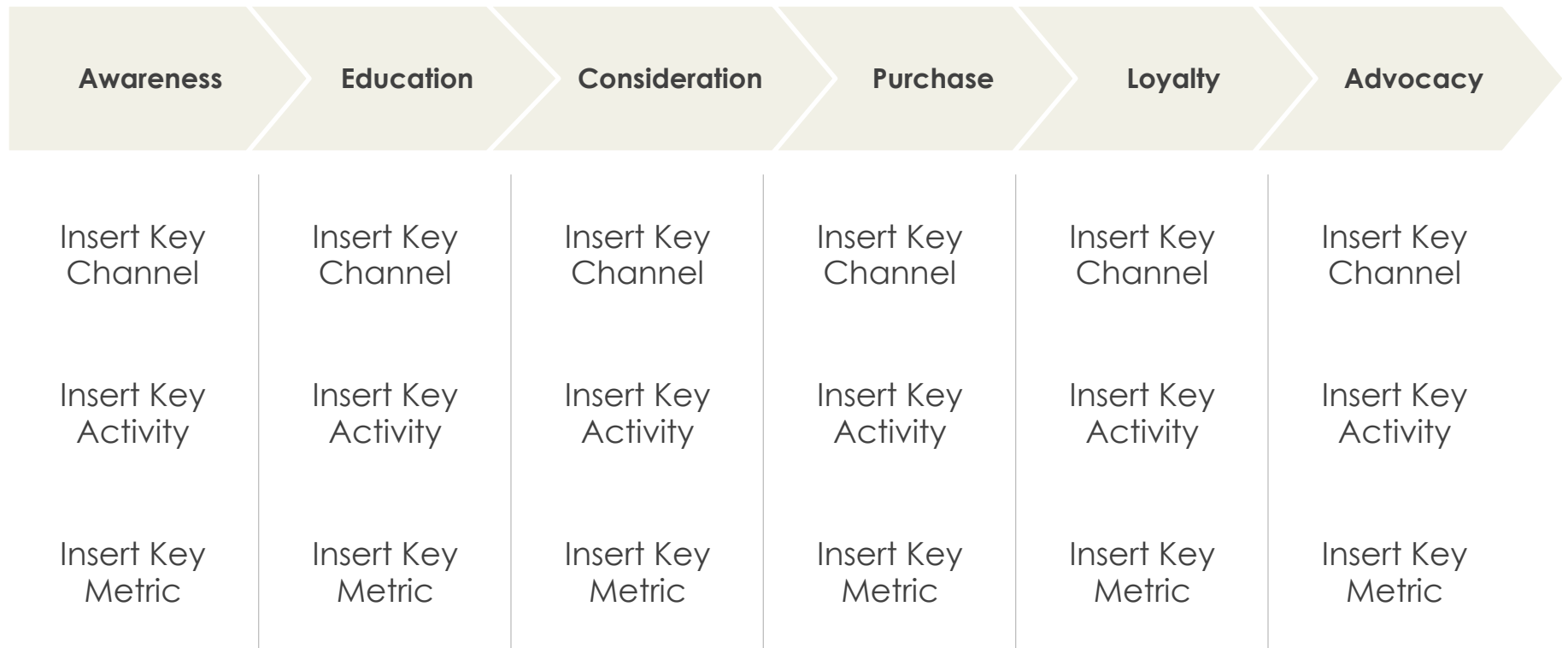
Strategy

Product placement or distribution channels



Strategy

Promotional activities

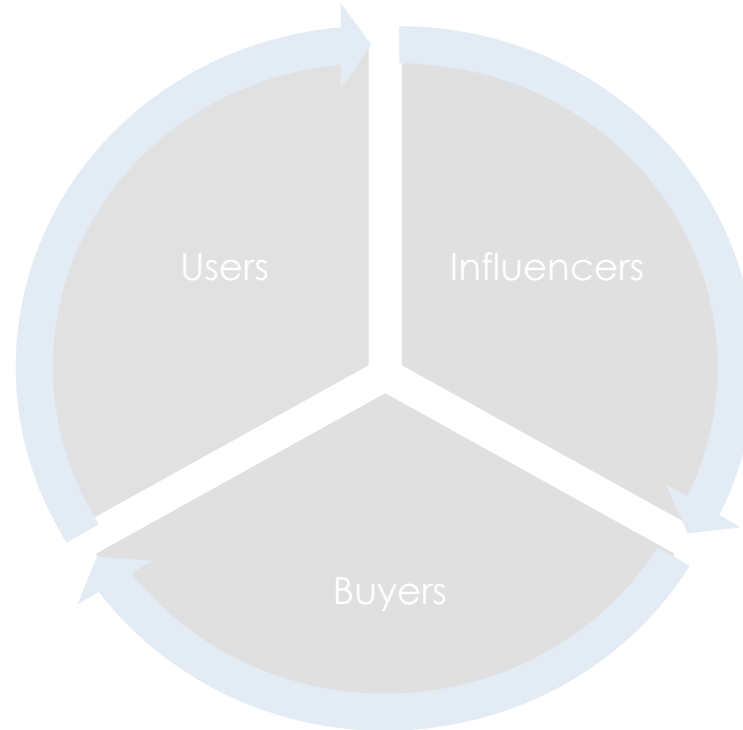


Note: core branding and marketing activities along the Consumer Path to Purchase

Strategy

People involved in the decision-making process

Summarize who the end user is and how to target them



Summarize who the most important influencers are and how to target them

Summarize who is actually making the purchases and how to target them

Contacts

INSERT NAME

Insert Title

Insert Email

Insert Phone

INSERT NAME

Insert Title

Insert Email

Insert Phone

INSERT NAME

Insert Title

Insert Email

Insert Phone

Thank You