Marketing Strategy Template

Use this outline as a guide to create your marketing strategy.

## Goals

Pick one to five goals that are the most important for your marketing this year.

* Build brand awareness
* Increase sales
* Expand into a new market
* Increase profit
* Target new customers
* Develop brand affinity and loyalty
* Grow digital presence
* Launch new products or services
* Grow market share of current product or services

Once you identify your goals, use SMART goal planning.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Specific** | **Measureable** | **Achievable** | **Realistic** | **Time-Bound** |
|  | *Describe the goal in detail.* | *Explain how you will measure the results of your work.* | *Validate the goal by deciding if it is achievable.* | *Validate the goal by deciding if it is realistic.* | *Add a series of deadlines and due dates for achieving the goal.* |
| **Goal #1** |  |  |  |  |  |
| **Goal #2** |  |  |  |  |  |
| **Goal #3** |  |  |  |  |  |

## Budget

How much are industry competitors spending?

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What do you need to spend to compete?

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Do you need to spend more than usual this year?

*The answer will likely be “yes” if want to grow or expand.*

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What is your total yearly revenue?

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What percentage of revenue do you want to allocate to marketing?

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## Brand Messaging

As you create your brand messaging – consider the three perspectives that most matter to your brand.

**Customer Perspective** What you present to potential buyers, clients, and customers

**Internal Perspective**  What you present to your internal team, and what drives their work

**Market Perspective**

What differentiates your offerings and makes you stand out in your industry

**Mission Statement**

*What do you do? What do you stand for? And why do you do it?*

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**Brand Promise**

*What value do you provide to your customers?*

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**Tone and Voice**

*Describe the personality characteristics of your brand.*

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**Unique Selling Propositions**

*What differentiates you from your competitors or other products and services that are similar to yours?*

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**Key Terms**

*What are the unique phrases or branded terms you use to describe your products, services, offerings, or brand value?*

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## Target Audience

Define your target audience. If you have more than one, do this exercise for each type of customer.

* Age \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Location \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Occupation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Marital or family status \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Gender \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Ethnic background \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Income level \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Education level \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Personality \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Lifestyle \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Behavior \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Worldview \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Attitudes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Values \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Interests and hobbies \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Create a buyer persona by turning the demographic list into a story about a fictional character who would be your ideal customer.

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## Buyer’s Journey

**Awareness**

*What is your customer experiencing as they become aware of a problem they are having?*

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**Consideration**

*What is your customer doing while they are considering solutions for their problem?*

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**Decision**

*How does your customer make the final decision to purchase? What concerns, thoughts, and processes guide them?*

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## Marketing Channels and Strategic Approach

Decide which marketing channels and strategies you will use this year.

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| --- | --- | --- |
|  | **Budget** | **Strategy** |
| **Traditional Marketing** |  |  |
| Billboards |  |  |
| Print ads |  |  |
| Direct mail |  |  |
| Radio and television ads |  |  |
| Cold-calling |  |  |
| Speaking engagements |  |  |
| Events |  |  |
| Networking |  |  |
| **Digital Marketing** |  |  |
| Website |  |  |
| Social media |  |  |
| SEO |  |  |
| Paid search |  |  |
| Email marketing |  |  |
| Targeting |  |  |
| **Content Marketing** |  |  |
| Copy content creation (blogging, articles, e-books, etc.) |  |  |
| Multimedia content creation (video, slideshows, infographics, etc.) |  |  |
| Newsletter |  |  |
| Guest posting |  |  |
| Content distribution and promotion |  |  |

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