Company Name:



MARKETING MISSION STATEMENT

Briefly outline how your marketing strategy will support your organization's business objectives.



SWOT ANALYSIS

• **Strengths:** What are you currently doing that's giving you an edge over your competitors? What do your customers like about your brand?

• Weaknesses: What do your competitors do better you? What can you do more efficiently? Where do you struggle to fully support your customers?

- **Opportunities:** How is your industry changing? How can you prepare for the future? How can you better define your value proposition to engage new customers?
- **Threats:** What could draw your customers away from your brand? What industry disruptions are on the horizon? What could slow the growth of your organization?





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MARKETING ACTIONS

- **Overview:** Briefly describe the initiative. (E.g. We'll build a library of infographics to help our customers understand market trends.)
- **Desired outcome:** What's your goal? (E.g. We want to increase organic traffic to our resource library by 3% over the next quarter)
- **KPI** / **Metric:** How you objectively measure your outcome? (E.g. Page visitors, time-onsite, clicks, etc.)

- 2. _
 - Overview:
 - Desired outcome:
 - KPI / Metric:



- 3. ____
 - Overview:
 - Desired outcome:
 - KPI / Metric:



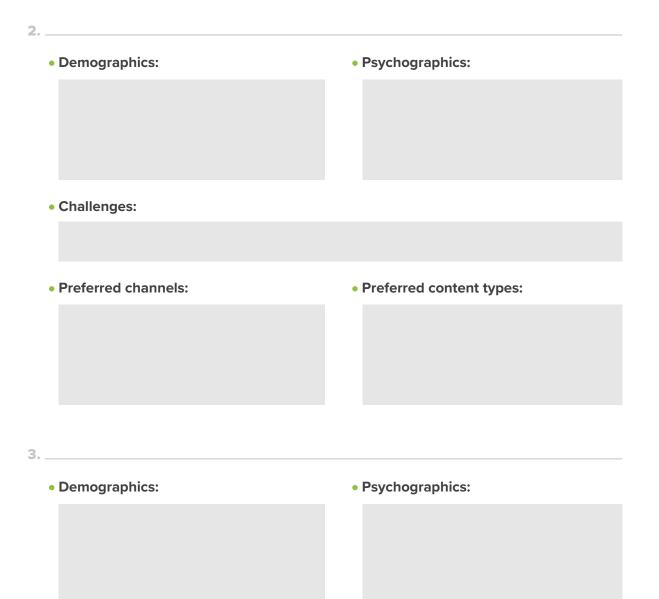
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MARKET SEGMENTS

- **Demographics:** Superficial details about your audience. (E.g. gender, age, income and marital status.)
- **Psychographics:** What motivates your audience? (E.g. personal interests, attitudes, values, desires.)

- Challenges: What problems do they need to overcome?
- **Preferred channels:** Where do they absorb **Preferred content types:** How do they industry news? Where do they go to ask questions and seek professional insights?
- prefer to gain new knowledge? Do they prefer video, audio or written content?





- Challenges:
- Preferred channels:

• Preferred content types:





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BUYER PERSONAS

- Name: Each persona should have a unique name.
- Age: What's the average age range of this persona?
- Job Title: List a few common job titles.
- Motivations / Goals: What do they hope to achieve? What drives them?
- **Personal interests:** What do they like to do outside of work?

• **Challenges:** What business challenges do they face? What's stopping them from achieving their goals?

Name:
Age:
Job Title:



• Motivations / Goals:

• Personal interests:

• Challenges:

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• Name:	• Age:
• Job Title:	
Motivations / Goals:	Personal interests:
• Challenges:	





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COMPETITOR ANALYSIS

- Company name:
- **Competing products:** How are their offerings similar to your own? How are they different?
- Areas of overlap: How do they market their offerings? Are you competing for space in the same channels?

- 2. _
 - Company name:
 - Competing products:
 - Areas of overlap:



- 3._____
 - Company name:
 - Competing products:
 - Areas of overlap:



- **Price:** What's the current pricing strategy? How do customers perceive the price in relation to the value of the product?
- Promotion: How will you communicate the offering's value proposition?

• Place: Which channels will you use to promote this offering?



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• Price:
Promotion:
• Place:
 Price:
Promotion:
• Place:





CHANNELS

WEBSITE / CONTENT

- Company name:
- Intent: What's your goal? (E.g. We will promote brand awareness through a series of blog posts written by our senior leadership.)
- KPI / Metric: How will you measure your progress? (E.g. Organic traffic, bounce rate, conversions.)

EMAIL

• Company name:

• Intent:

• KPI / Metric:

SOCIAL MEDIA

- Company name:
- Intent:

• KPI / Metric:



PRINT

Company name:
 Intent:
 KPI / Metric:

PPC

• Company name:

• Intent:	• KPI / Metric:

INFLUENCERS

• Company name:

• Intent:

• KPI / Metric:

