

# MARKETING STRATEGY TEMPLATE

## 0. Executive Summary

*[Complete this last. It is the high level overview of your strategy. In particular you should include the company and marketing objectives.]*

## 1. Company Overview

*[Answer the following questions:*

- 1. Who are you or who is your company?*
- 2. Where have you come from?*
- 3. Where are you hoping to go?]*

## 2. Product/Service Overview

*[Answer the following questions:*

- 1. What does your company do?*
- 2. What products, services and extras do you offer your customer?]*


## 3. SWOT Analysis

<b>STRENGTHS</b> <i>[These are strengths that are internal to your organisation. They might include your skill set, your technology etc.]</i>	<b>WEAKNESSES</b> <i>[These are weaknesses that are internal to your organisation. They might include your cashflow, lack of marketing expertise etc.]</i>
<b>OPPORTUNITIES</b> <i>[These are opportunities that are external to your company. Consider new markets, partnerships etc.]</i>	<b>THREATS</b> <i>[These are weaknesses that are external to your company. Consider economic downturn, competition etc.]</i>

## 4. Customer Analysis

*[Answer the following questions:*

- 1. Who is your target audience?*
- 2. What problem does your business solve for them?*
- 3. Who is the decision maker and who are the influencers?]*

<b>Buyer Persona: [Name]</b>	
	<i>[Demographics, likes and dislikes]</i>
<i>[Provide detail on their role and what influences the buying decision.]</i>	

## 5. Competitor Analysis

*[Answer the following questions:*

- 1. What does your industry look like?*
- 2. Who are your key competitors?*
- 3. What are they doing well or poorly?]*

## 6. Marketing Pillars

### Company Mission

*[Your mission statement focuses on today and what your company does.*

*Answer the following questions (if you haven't already)*

- 1. What do you do?*
- 2. Who is your target audience?*
- 3. How do you serve your target audience?]*

## Company Vision

*[Your vision statement focuses on tomorrow and what your company wants to become.]*

*Answer the following questions (if you haven't already)*

1. *What are your hopes and dreams?*
2. *What problem do you solve with your product/service?*
3. *What impact are you hoping to have on your community or audience?]*

## Company Values

*[Select approximately 4 authentic values that are inspiring for you, your employees and your customer.]*

## Brand Essence

*[One word that defines your company and brand.]*

## 7. Objectives

*[Answer the following questions:*

1. *What are your top company objectives?*
2. *What should your marketing objectives be to achieve your company objectives?]*