

Marketing Strategy Template

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1. Business/Project

- What is your project/business about?

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- Describe your brand.

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- What is the main product/service offering?

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- How does your business make money?

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2. SWOT Analysis

- Undertake a SWOT Analysis of your business/project.



3. Objectives

What are your business objectives and how can your marketing objectives help you achieve these? Make them SMART (Specific, Measurable, Attainable, Relevant and Timebound).

- How many customers does your business currently have?

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- How many customers would you like in 12 months' time?

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- What is your current ARR (Annual Recurring Revenue) and MRR (Monthly Recurring Revenue)?

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- What is your 12-month target ARR (Annual Recurring Revenue) and MRR (Monthly Recurring Revenue)?

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- What is your current lead-to-customer conversion rate?

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- Therefore how many leads do you require to achieve your new customer goal?

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- What is your website/app conversion rate?

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- What are your business objectives or goals?

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- What are your marketing goals?

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4. Target Market

- Who are your current customers?

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- Who is your ideal customer?

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- What are your customer's problems?

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5. Competitor Analysis

Name of competitor	How is their business positioned?	What is your assessment of the threat of this business to you?	Why would customers come to your business rather than your competitors?

6. Unique Selling Proposition (USP)

Your unique selling proposition is the one thing, or combination of things which makes your business unique.

- What are your competitive advantages?

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7. Marketing Messages

- What are the benefits of your product/service/project?

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Name a concept/benefit of your product/service/project	What marketing messages convey this? What imagery can convey this?

8. Marketing Mix

Channel	Outcomes	Actions to achieve outcomes
Website	Leads, sales through your website	
SEO	Ranking highly in search engines	
Pay Per Click	Driving traffic to your website	
Social Media	Interacting on Facebook, driving targeted traffic to your website	
Blogs	Articles educating customers. Would help with SEO	
Community Forums	Strengthen community/customer engagement and foster loyalty	
Email marketing	Lead generation, communication, sales, etc	
Affiliate programme	Advertising through 3rd parties	
Referral programme	Advertising through 3rd parties	
PR	Building awareness in the media	
Content Marketing	Educating prospects and customers through white papers, blogs, emails etc	

9. Marketing Plan

Use the table below to plan what you would do with each channel over the next 12 months

Name the channel (from above)	What are your objectives for this channel over the next 12 months?	How are you going to achieve these objectives, at a high level?	What do you need to do in the next month?	On an annual, monthly and weekly basis, what activity do you need to undertake with this channel?

Use the table below to break down these activities to the month, week, and day:

Activity	Completion date	Task Owner
Month 1		
Month 2		

Month 3		