

Title: Marketing Strategy

(Company Name) Marketing Strategy

Logo

Tagline

About Us

Motto

Company Hierarchy/Model/Structure

Mission

- We offer **the best**
- We **sell**
- we are **more flexible, agile** and **customer focused**.
- We will be...
- Our customer service ...

Vision

Year 1

- We become ...
- We build ...
- *We deliver ...*
- *We offer ...*

Within Six Months

- *We ...*

Year 2

- *We consolidate ...*
- *We offer ...*
- *We build ...*

Year 3

- **(To be discussed)**

Company Values
Values

Overall Business Goals

1. _____
2. _____

Situation Analysis

Product Portfolio

External Environment

Competitor SWOT and Positioning

Competitor Analysis Report

Overall Observations

Our Position

- We are...
- We compete on...
- We excel at...

Customer Characteristics

Demographics

Psychographics

Location

Event/Calendar based

Promotions/Groups

Targets

Community Segmentation

Network

Profiles.Personas

Buyer's Journey

Target Profiling

Target

Target 2:

Marketing Objectives + Strategies

Brand Development

Brand recognition

Brand Association

Brand Qualities - *Connecting Fans - online and offline*

Market Development

- **Reach**
- **Reputation**
- **Reachability**
- **Reliability**
- **Resources**

Sales Targets

1. Sales Strategy
2. Decision makers
3. Sales Territories
4. Overall profit margin
5. Profit generators

Extending Customer Base

Research

SEO Optimisation

- Facebook,
- Twitter,
- LinkedIn
- YouTube,
- G+
- Instagram,
- Pinterest
- Sales Team feedback.
- Data Mining

Digital Plan

Offline

Paper base Marketing Collateral

- data management
 - business cards
 - Collection point
 - company contact point
 - Collect contact details process
 - Events Policy
 - Phone calls - track phone calls - inbound/outbound call reporting, track numbers, data management system
 - Mailing
- Event Specific Marketing Materials
- Events - developing events calendar and target specific events by campaign focus

Decision Strategy/Process Control

- Methods
- escalation points
- Overall process control
- Partnering
- Discounts
- Special Deals
- Customer Services - What type, escalation path/resolved, where do we note the steps and decision points
- Contact points
- Internal Process Control
- Timelines
- Technical Support - 24/7 Onsite or Remote Assistance

Commercialization Strategy

- Databases - can we buy/sell databases?
- Advertising - can we buy/sell advertising?
- How much are we charging for services, e.g training, marketing support, special requests?
- Pricing Strategy? Regional, fixed, deals, etc.

Marketing Plan

Product or Service

1. Features
2. Benefits
3. Advantages
4. Overview
5. Features + comparison

Package Descriptions

Physical Design

Web Design

Pricing

Place

1. Distribution Channels
2. Distribution Network

Package/Marketing Communications

1. Advertising
2. PR + Promotion
3. Promotion
4. Content
5. Customer Service

Marketing Mix Objectives

Marketing Channels

Offline
Online

Marketing Calendar

Calendar
Social Channels to be opened
Content generation

Budgets

Action Plan - Sales strategy

Monitoring + Control

Timelines - milestones, **1st Major Event** - Jan 28-29th 2017, Germany

1. Marketing Strategy
2. Branding -
3. Marketing Collateral
4. Site
5. Marketing Calendar
6. Company Profile
7. Press kit - in development
8. Social Sites

Monitoring + Control Process

Lead Generation, profiling, data management
Qualification
Follow up
Customer feedback
Control Process
Archiving

Lessons Learned/New Business

Filing systems
Knowledge Base,
FAQ
Management Reporting
Team Feedback
Updates