

Marketing Strategy Worksheet



Planning for Breakthrough

Advertising is like agriculture; plant a seed, water it, fertilize it and watch it grow. The premise is simple, but the process can be difficult.

Both disciplines involve careful planning, perfect timing and the ability to labor without immediate or visible signs of growth. Waiting for breakthrough requires patience, but the rewards of harvest are worth it!

This worksheet was developed obtain answers to certain questions which will offer your creative consultants insights they need to cultivate ideas and harvest success. It will help you to consider key points about your products or services and can enhance your vision for a successful marketing strategy.

This document is intended for general use and is offered as tool for creating and developing a successful plan; you should consult with an advertising, marketing or public relations professional to coordinate and implement a customized strategy.

Background

- A. Briefly describe the history of your company. Include the date you opened for business, current number of employees, and the number of shareholders.

- B. What services and/or products do you provide? (1 paragraph)

- C. Briefly state your company mission.

- D. What compelled you to start this business?

Market

A. What is the market opportunity? What is the market size? Be sure to look at market size with respect to geography and to industry.

B. Can the market be segmented into consumer groupings? If so, how?

C. What are the key trends fueling or inhibiting your success?

D. What is the economic climate? How will it affect your business?

E. Is your business affected by cycles or seasons? If so, describe how.

Target Audience

A. Who is your target audience?

B. What is your target audience? What are their needs or wants, their job descriptions, what are they like, where do they live?

C. What is the customer's primary reason for buying or wanting to use your product or service?

D. Why would someone choose your product over that offered by the competition?

Competition

A. Who is the competition? How do they differentiate themselves? What are their strengths and weaknesses?

B. What is your market share versus the competition? Which competitors have the greatest visibility?

C. How do you differentiate your company from the competition?

D. What are the barriers to entry into the marketplace?

Offering

A. What need does your product fill?

B. What features and benefits does your product provide?

C. Of these features, which ones differentiate you from the competition?

D. What improvements can you make to better meet customer needs?

E. What new products would customers most like you to develop?

Messages

A. How do customers perceive your company, product or service?

B. What is the one strongest promise you can make about this product or service?

C. What facts, features or benefits can be used to support this claim?

D. What tone, flavor or personality should you take in conveying your message?

Sales

A. What are your distribution channels? Do they include any of the following: Direct personal sales, Online sales, Indirect Channels

B. How does your target audience typically purchase your products or services? Are purchases based on impulse or planned?

C. What criteria does your target audience use to purchase the product?

D. What criteria does your target audience use when selecting a vendor or a manufacturer?

Pricing

A. How important is price in the customer's decision process? Do they make tradeoffs in price or value, or both? Explain.

B. What is your current pricing structure? Please include discounts, product options, rebates, and so on. Do your customers understand it?

C. What is the perceived value of your product or service as compared to its price?

D. What service(s) do you include in the price of your product?

E. What industry trends drive prices up or down?