

Marketing Strategy Worksheet



Be purposeful with your marketing efforts and & use your resources effectively and efficiently.



Outline

This marketing guide will summarize the key elements of your marketing strategy:

1. Objectives
2. Target audience
3. Competitive analysis
4. Positioning strategy
5. Content strategy
6. Promotion strategy
7. Implementation
8. Evaluation

This guide is free for anyone to use. If you would like to co-create your marketing strategy together, please reach out to Kreative Solutions.

1. Objectives



Define the goals you are trying to achieve.

Sample Objectives

Build Brand Awareness

Promote New Products

Grow Online Presence

Nurture & Engage Prospects

Increase Leads

Improve Customer Service

Develop Brand Loyalty

Increase Sales/Revenue

Increase Event Attendance

Increase Customer Retention

Increase Profits

What are your goals? What are trying to achieve?

2. Target Audience



Define who you want to reach.

Create a list of customers

Categorize your customer based on needs

Think of your customers and their needs then categorize your customers into 3-5 groups.

3. Competitive Analysis



Analyze the competition for inspiration and differentiation.

Who is the competition? What channels are they using?

List 5-10 competitors to research. Go to their website and note which promotion channels they are using (i.e. Facebook, Twitter, Newsletters, etc.) and what types of content they are sharing (i.e. blogs, podcasts, videos, case studies, portfolios, galleries, etc.).

Create a list of interesting/applicable content topics.

While browsing their content, note any topics that stand out to you. If you catch yourself thinking "that's a good idea," make a note!

4. Positioning Strategy



Define how you want to position your brand in the mind of customers

What are your values?

What is your unique selling proposition? Why choose you?

How is your brand positioned compared to the competition?

4. Positioning Strategy



Define how you want to position your brand in the mind of customers

SWOT Analysis

- **Strengths:** What do you do well? What separates you from the competition? Unique resources?
- **Weaknesses:** What does the competition do better? What are your resource limitations?
- **Opportunities:** Any untapped markets or emerging needs? Where is there little competition?
- **Threats:** Are there new competitors? What environmental threats are there (i.e. regulations)?

Strengths	Weaknesses
Opportunities	Threats

Write Your Brand Positioning Statement

This statement should explain what you do, who you target, the benefit to the customer, & how your brand delivers on its promise.

5. Content Strategy



Define the types of content you have and create a plan to develop new content.

Content Examples

Photos

Case Studies/Portfolios

Product News & Arrivals

Videos

White Papers/ EBooks

News & Press Releases

Podcasts

Newsletter

Industry News & Trends

Blogs

Events

Testimonials

List the content you can share today:

List the content you will start building today:

7. Implementation



Define roles, responsibilities, and timeline.

What are the roles? Who will create, share, & monitor?

How will you plan your content?

Depending on your business, you may consider daily social themes inspired by hashtags (See Hashtag Guide) or monthly or seasonal themes (See Content Themes Calendar)

How will you hold yourself accountable?

Create checklists and schedule calendar reminders!

