Marketing Strategy
Key Components

New Each Year → *Updated with any New Information*

1 Company / Sales Goals
- What are the Company's & Sales Team's goals?

2 Marketing Goals
- What are Marketing goals to help accomplish #1? Note: all initiatives will be attached to one of these goals.

3 Market Analysis & Trends
- What is our current market size and growth? Are there any new markets we are looking to enter? What current trends impact our business?

4 Target Market
- What are the key market segments and size of each? Which segments are we going after?

5 Competitive Analysis
- Who are the key players? (competitive matrix with competitor, products, target markets, pricing, customers, strengths, weaknesses, etc.)

6 SWOT
- What does our SWOT look like? List all opportunities & Threats as well as mitigation against the threats.

7 Value Proposition
- What is our value proposition to customers based on competitive gaps & unique strengths?

8 Buyer Persona
- Who is our target buyer? What are their goals, pain points, motivations, buying preferences, etc.?

9 Marketing Team
- Who is on the marketing team? What is the reporting structure? Internal – direct, key partners? External agencies?

10 Product Strategy (Product)
- What products do we sell? What is our product roadmap? Do we plan to launch any new products or services?

11 Pricing Strategy (Price)
- What do we charge for our products? How did we get to that price? Do we plan to make any changes to pricing in the coming year?

12 Channel Strategy (Place)
- What are our primary marketing channels? How are they performing? Are we launching any new channels in 2021?

13 Advertising/ PR Strategy (Promotion)
- What is our advertising strategy? E.g. PPC, content marketing, social organic, social ads, magazines, trade shows, podcasts, etc. What is our PR strategy?

14 Marketing Initiatives
- What are our strategic initiatives/campaigns? Who is responsible? How will we measure success? What marketing goal will it support?

15 Marketing Calendar
- When will each initiative or campaign launch / be completed?Plot each one on a marketing calendar by month.

16 Marketing Dashboard
- How will we measure our progress? What metrics and benchmarks will we use? Who will we share it with and how often?

17 Marketing Budget (Draft)
- Bottoms Up – Based on our goals and initiatives, what is our projected spend – annual, by month, by quarter?
- Top Down – What is the budget we are given?

18 Marketing Budget (Final)
- Prioritize initiatives and ongoing spend based on top down number – negotiate & finalize
- Build budget by month
- Benchmark against that budget MoM – meet with Finance each month to discuss