

# STRATEGIC MARKETING PLAN

**Company Name:** \_\_\_\_\_

1.

## MARKETING MISSION STATEMENT

*Briefly outline how your marketing strategy will support your organization's business objectives.*

2.

## SWOT ANALYSIS

- **Strengths:** *What are you currently doing that's giving you an edge over your competitors? What do your customers like about your brand?*

- **Weaknesses:** *What do your competitors do better you? What can you do more efficiently? Where do you struggle to fully support your customers?*

- **Opportunities:** *How is your industry changing? How can you prepare for the future? How can you better define your value proposition to engage new customers?*

- **Threats:** *What could draw your customers away from your brand? What industry disruptions are on the horizon? What could slow the growth of your organization?*

# STRATEGIC MARKETING PLAN

## 3. MARKETING ACTIONS

1. \_\_\_\_\_

- **Overview:** Briefly describe the initiative. (E.g. We'll build a library of infographics to help our customers understand market trends.)

- **Desired outcome:** What's your goal? (E.g. We want to increase organic traffic to our resource library by 3% over the next quarter)

- **KPI / Metric:** How you objectively measure your outcome? (E.g. Page visitors, time-on-site, clicks, etc.)

2. \_\_\_\_\_

- **Overview:**

- **Desired outcome:**

- **KPI / Metric:**

# STRATEGIC MARKETING PLAN

3. \_\_\_\_\_

- **Overview:**

- **Desired outcome:**

- **KPI / Metric:**

4.

## MARKET SEGMENTS

1. \_\_\_\_\_

- **Demographics:** *Superficial details about your audience. (E.g. gender, age, income and marital status.)*

- **Psychographics:** *What motivates your audience? (E.g. personal interests, attitudes, values, desires.)*

- **Challenges:** *What problems do they need to overcome?*

- **Preferred channels:** *Where do they absorb industry news? Where do they go to ask questions and seek professional insights?*

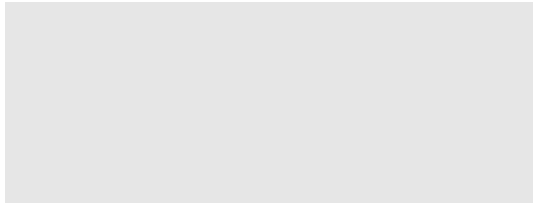
- **Preferred content types:** *How do they prefer to gain new knowledge? Do they prefer video, audio or written content?*

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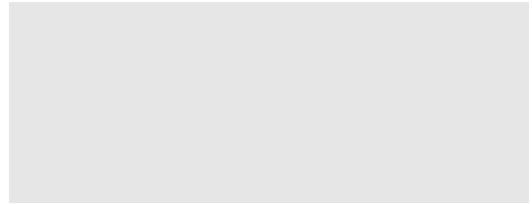
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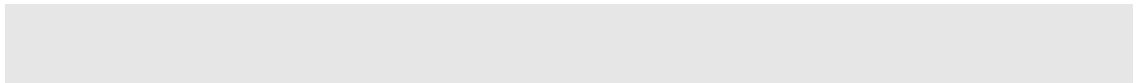
• **Demographics:**



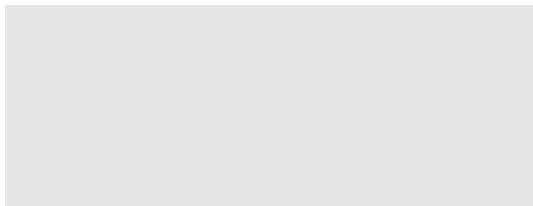
• **Psychographics:**



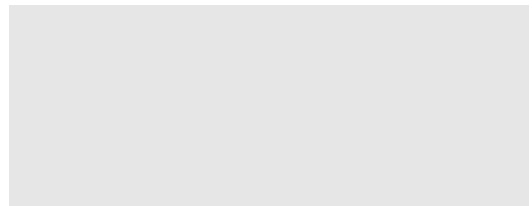
• **Challenges:**



• **Preferred channels:**



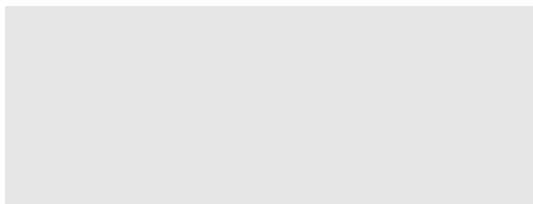
• **Preferred content types:**



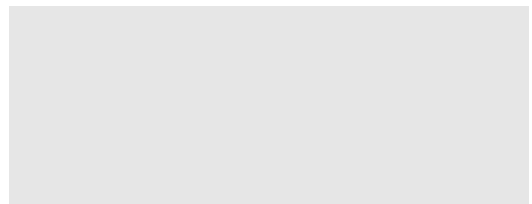
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• **Demographics:**



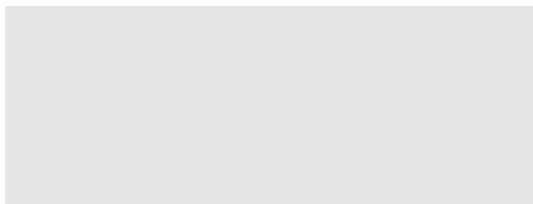
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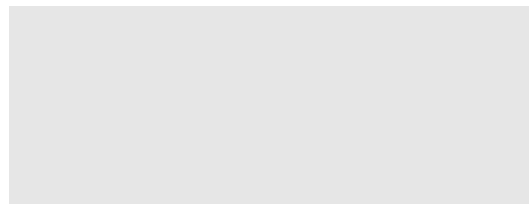
• **Challenges:**



• **Preferred channels:**



• **Preferred content types:**



# STRATEGIC MARKETING PLAN

5.

## BUYER PERSONAS

1. \_\_\_\_\_

- **Name:** *Each persona should have a unique name.*

- **Age:** *What's the average age range of this persona?*

- **Job Title:** *List a few common job titles.*

- **Motivations / Goals:** *What do they hope to achieve? What drives them?*

- **Personal interests:** *What do they like to do outside of work?*

- **Challenges:** *What business challenges do they face? What's stopping them from achieving their goals?*

2. \_\_\_\_\_

- **Name:**

- **Age:**

- **Job Title:**

# STRATEGIC MARKETING PLAN

• Motivations / Goals:

• Personal interests:

• Challenges:

3.

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• Name:

• Age:

• Job Title:

• Motivations / Goals:

• Personal interests:

• Challenges:

## 6. COMPETITOR ANALYSIS

1. \_\_\_\_\_

- **Company name:**

- **Competing products:** *How are their offerings similar to your own? How are they different?*

- **Areas of overlap:** *How do they market their offerings? Are you competing for space in the same channels?*

2. \_\_\_\_\_

- **Company name:**

- **Competing products:**

- **Areas of overlap:**

# STRATEGIC MARKETING PLAN

3. \_\_\_\_\_

- **Company name:**

- **Competing products:**

- **Areas of overlap:**

7.

## STRATEGY OVERVIEW

1. \_\_\_\_\_

- **Price:** *What's the current pricing strategy? How do customers perceive the price in relation to the value of the product?*

- **Promotion:** *How will you communicate the offering's value proposition?*

- **Place:** *Which channels will you use to promote this offering?*



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2. \_\_\_\_\_

- **Price:**

- **Promotion:**

- **Place:**

3. \_\_\_\_\_

- **Price:**

- **Promotion:**

- **Place:**

# STRATEGIC MARKETING PLAN

8.

## CHANNELS

### WEBSITE / CONTENT

- **Company name:**

- **Intent:** *What's your goal? (E.g. We will promote brand awareness through a series of blog posts written by our senior leadership.)*

- **KPI / Metric:** *How will you measure your progress? (E.g. Organic traffic, bounce rate, conversions.)*

### EMAIL

- **Company name:**

- **Intent:**

- **KPI / Metric:**

### SOCIAL MEDIA

- **Company name:**

- **Intent:**

- **KPI / Metric:**

# STRATEGIC MARKETING PLAN

## PRINT

• **Company name:**

• **Intent:**

• **KPI / Metric:**

## PPC

• **Company name:**

• **Intent:**

• **KPI / Metric:**

## INFLUENCERS

• **Company name:**

• **Intent:**

• **KPI / Metric:**