

## 1. Business Strategy

What are your long-term business objectives? Your purpose, vision and mission? What do you do differently or better than others? How do you want to make the world better? Marketing's role is to help you achieve this.

## 3. Brand Positioning

**Positioning statement<sup>1</sup>** | How do you want your target audience to perceive you?

\_\_\_\_\_ is for \_\_\_\_\_  
Your business target customer

who \_\_\_\_\_  
statement of need or opportunity.

\_\_\_\_\_ is a \_\_\_\_\_  
Product/service name product/service category

that \_\_\_\_\_  
statement of key benefit

unlike \_\_\_\_\_  
a competing alternative, your business

provides \_\_\_\_\_  
statement of differentiation.

<sup>1</sup>Framework by Christopher Escher, First Round Review.

**Personality** | Describe your brand in 3 words or human characteristics:

- 1.
- 2.
- 3.

## 2. Target Markets

**Audience segmentation** | Specific groups of people you want to target.

**Insights** | Demographics, job titles, likes, dislikes, behaviours, pain points, desires?

**Engagement** | Map the buyer journey: awareness, interest, desire, action, retention. How will you get their attention, pique their interest, create desire, or nurture the relationship? What action do you want them to take?

## 4. Competitive Analysis

**Top competitors**

**Learnings** | What are they doing well or not well? Compare features & benefits. This will help identify your point of difference.

## 5. Audit

Identify marketing activities to start, stop and keep. List everything you currently spend marketing budget on. Is it reaching your target audience (Y/N)? Google search your business. What impression do you get? This will inform your 90 day plan.

Marketing activity	\$ spend	Y/N

## 6. Goals

**Marketing goals** | What outcomes do you want to achieve in 90 days? Increase sales? Build brand awareness? Enhance customer relationships? Grow market share?

**KPIs** | How will you measure success?

## 7. 90 Day Plan

Areas to consider, with your target audience in mind.	Tactics: Month 1	Tactics: Month 2	Tactics: Month 3
<p><b>Traditional marketing</b> Review your product and service offering. Does this sync with your target audience? Does anything need to be evolved or deleted? Is the pricing offering value?</p>			
<p><b>Digital marketing</b> Do you have a good online presence? Is your website optimised for search so customers can find you? Are you utilising online advertising opportunities and if so, in an efficient way?</p>			
<p><b>Community marketing</b> Are your customers on social media? If so, how are you engaging with them? Is this up-to-date? Can public relations play a role in raising your profile?</p>			
<p><b>Relationship marketing</b> Do you have a customer database? How are you using it to communicate? Are you building relationships with existing customers?</p>			
<p><b>Goodwill</b> Is there anything you can do or create that is genuinely helpful to make your community or customers' lives better? How can you build goodwill and word-of-mouth for your business? How can you make a positive impact?</p>			