**[INSERT LOGO HERE]**

**[YEAR] - MARKETING STRATEGY**

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## Executive Summary

|  |
| --- |
| *While not covered within our marketing strategy guide, it is customary (if somewhat outdated in concept) for a documented marketing strategy to include an executive summary. This is essentially a one-paragraph summation of this document; think of it as the TL;DR version of your strategy.* |

## Audience Persona

*Describe your ideal customer. You may have multiple personas if you serve multiple customer bases*.

|  |
| --- |
| **Target Audience Statement** |
| *{Insert your company} creates content to attract {insert target audience} so they can {insert desired outcome} better.* |

|  |  |  |
| --- | --- | --- |
| **Persona Name** | | **[Insert Stock Photo]** |
| *Job Title* |  | |
| *Job Responsibilities* |  | |
| *Avg. Company Size* |  | |
| *Avg. Team / Department Size* |  | |
| *Avg. Age* |  | |
| *Country / Geographic Location* |  | |

|  |  |
| --- | --- |
| **Key Persona Questions** | |
| *Why does [PERSONA NAME] search for products like ours?* |  |
| *Why do they choose us over competitors?* |  |
| *What is the #1 benefit they get from our product?* |  |
| *Other competitors they consider* |  |
| *Customer Quote* |  |
| *Favorite publications, blogs, media, etc.* |  |

## SWOT Analysis

*List your Strengths, Weaknesses, Areas of Opportunity, and Threats*.

|  |  |
| --- | --- |
| **SWOT Matrix** | |
| *Strengths:* | *Weaknesses:* |
| *Opportunities:* | *Threats:* |

## Competitive Analysis

*Identify your top competitors and their strengths and weaknesses. Insert or remove tables from this section as applicable to the specific channels and platforms your brand is active on (social media, SEO, advertising, etc).*

|  |  |
| --- | --- |
| **Competitive Landscape** | |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |

|  |  |
| --- | --- |
| **Pricing Breakdown** | |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |

|  |  |
| --- | --- |
| **What Do Competitors Have That We Don’t?** | |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |

|  |  |
| --- | --- |
| **Target Audiences** | |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |

|  |  |
| --- | --- |
| **Market Positioning** | |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |
| *[Insert Competitor]* |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Social Media Follower Counts** | | | | | |
| *Networks* | *Facebook* | *Twitter* | *LinkedIn* | *Instagram* | *YouTube* |
| *[Insert Competitor]* |  |  |  |  |  |
| *[Insert Competitor]* |  |  |  |  |  |
| *[Insert Competitor]* |  |  |  |  |  |
| *[Insert Competitor]* |  |  |  |  |  |
| *[Insert Competitor]* |  |  |  |  |  |

## Budget

*How much money is available to spend in each area of your marketing department*?

|  |  |
| --- | --- |
| **Channel** | **Amount** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Brand Voice and Tone

*How should your brand’s voice and personality be reflected in your communications*?

|  |  |
| --- | --- |
| **Description:**  *Summarize your brand’s voice ...* | |
| **Components of our Brand Voice** | |
| **Adjective** | **Example** |
|  |  |
|  |  |
|  |  |
|  |  |

## Our Marketing Funnel and Key Messages

*Which messages do customers need from your brand at each stage of the marketing funnel*?

|  |  |  |
| --- | --- | --- |
| **Funnel Stage** | **Message** | **Channels** |
| *Top* | Insert key brand message ... | Which channels are most appropriate for this message? |
| *Top* |  |  |
| *Middle* |  |  |
| *Middle* |  |  |
| *Bottom* |  |  |

## Marketing + Business Goals

*What are the specific numbers you need to reach to achieve your objectives*?

|  |  |
| --- | --- |
| **Goal** | **Description** |
|  |  |
|  |  |
|  |  |
|  |  |

## Marketing Channels

*Where will you execute marketing activities to communicate your message to customers*?

|  |  |
| --- | --- |
| **Channels** | **Purpose / Content Types** |
|  |  |
|  |  |
|  |  |
|  |  |

## Marketing Tactics

*Which specific activities will you execute to attract and convert customers*?

|  |  |
| --- | --- |
| **Tactic** | **Description** |
|  |  |
|  |  |
|  |  |
|  |  |

## Metrics and KPIs

*How will you measure your marketing performance*?

|  |  |  |
| --- | --- | --- |
| **Metric** | **Goal** | **Benchmark** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |