

Strategic marketing plan



What distinguishes your company from competitors?

- Think about:
- What makes your product/service stand out?
 - What makes your company's product/service different and better?

Where do your strengths, weaknesses, opportunities and threats lie?

- Think about:
- What do you do well? (strengths)
 - What lets you down? (weaknesses)
 - What opportunities exist in your marketplace?
 - What threats exist in your marketplace?

Who is your ideal customer?

- Identify in terms of:
- Demographic
 - Geographic
 - Psychographic
 - Socialgraphic
 - Behavioural
 - Occasional.
- Segment them into like groups.

Analyse your competitors, including:

- Who are they?
- Their price positioning
- Their strengths
- Their weaknesses
- Their market share
- Their USP.

Detail your product/service offering.

- Think about:
- Key products and services
 - Product variations and ranges
 - Offers, warranties, loyalty benefits and other customer benefits.

Detail your pricing and positioning (ie where your pricing sits in the market place).

Detail how your customers will buy from you (eg online; retail shop; wholesale; etc).

List the marketing activities/tools you need to promote and sell your product/service.

- For example:
- Hardcopy marketing collateral
 - Digital platforms
 - Social media platforms
 - Traditional marketing – events, print, TV, magazine, PR, radio, billboard, etc
 - Conversion strategies
 - Retention strategies.

Detail your financial growth projections and budgets.

- Think about:
- Your financial projections (ideal 3 years) by:
 - product/service
 - distribution channel
 - Marketing budget?
 - How will you measure this? New customers? Sales? Social media engagement?