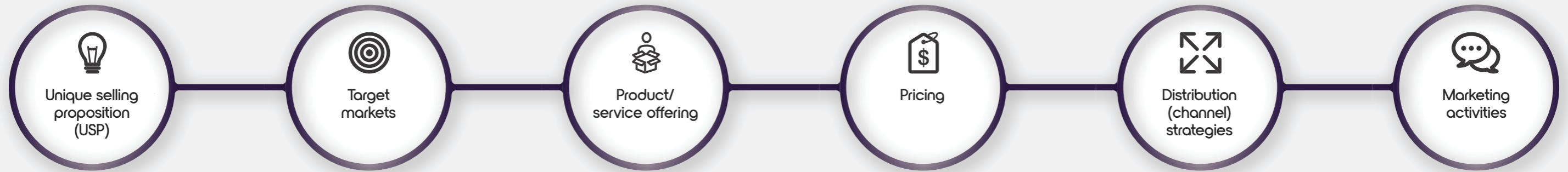


Strategic marketing plan



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?

Who is your ideal customer?

Identify in terms of:

- Demographic
- Geographic
- Psychographic
- Socialgraphic
- Behavioural
- Occasional.

Segment them into like groups.

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 (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.