Marketing Strategy 2023

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| **Company/Brand:** |  | **Date** |  |
| **Authors** | Martin Woodfield  | **Revisions** |  |

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| **1. The executive summary (Do this at the end)**   |
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| **2. The Brand, the benefits, the promise**  |
|  | **What is the Vision?****What is the Mission?****What are the Brand Values?** **Overall** |
|  | **Strapline ideas** **For each market sector** |
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| **3. The current situation analysis – macro environmental**  |
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|  **The current situation analysis – your market place**  |
|  | **Strengths:****Weaknesses:** **Opportunities:****Threats:** |
|  **The current situation analysis – your customers/prospects**  |
|  | Do you have any data on customer acquisition and purchasing patterns? What campaigns / activities have delivered the best return on investment – do you have any figures |
|  **The current situation analysis – your brand(s)**  |
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|  **The current situation analysis – your office/team members**  |
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| **4. Your objectives and goals**  |
|  | Write how your Business Objectives will be met in each key market segment:Brand / Product* Eg Define the brand, values and vision to ensure a clear direction for the organisation by end Jan 2021
* Set out a clear structure of services / offer / prices end May 2021
* Set out the value proposition for each sector by end Feb 2021

Market Sectors* Clearly define our market sectors and their value by end March 2021
* Identify the best channels to target the key sectors

PriceDo we have different prices based on * Size
* Segment
* Industry type
* Location
* Existing /New
* etc

Data InsightsHow are we going to evaluate success – what are our key metrics. Where can we get these metrics?* Improve SEO for x pages through onpage optimisation and link building
* Improve conversion rates from 2.2% to 3.5% by end 2023
* Get 5 positive leads per day
* Grow engagment on site through improved and increased blog content

 Benchmark pricing for key services Review existing pricing Set clear pricing strategyExhibition / Events Objectives?Eg Reduction of use of single use plasticsStaff training program / wellbeing |

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| **5. Research & Opinions-**  |
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| **6. The target audience** -  |
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| **7. The Marketing Strategy** – the product  |
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|  **The Marketing Strategy** – the price  |
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|  **The Marketing Strategy** - by customer/geographic market  |
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|  **The Marketing Strategy** – by distribution channel  |
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|  **The Marketing Strategy** – the integrated communications plan  |

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|  | * Review your website – CRO, Usability, Branding, etc
* Review your Search Engine Optimisation
* What will you do this year? What can be improved? Who will do it?. By When? How much will it cost?
* Review / consider AdWords and other online advertising
* Consider use comparison sites/ directories – which work for you?
* Look at your content marketing opportunities (Blogs, etc)
* What traditional media has worked for your – publications, local press, directories, catalogues, nationals, glossies, etc
* Review your advertisements –the messages, branding, call to action
* What can be improved? Who will do it?. By When? How much will it cost?
* Review your email and direct mail marketing campaigns – What results have they achieved? Which ones have worked the best? Can these be copied?
* Review your lists and your list building activities / data caption
* What can be improved? Who will do it?. By When? How much will it cost?
* What events, exhibitions, seminars or other events have you done recently. How successful were these. What will you do next year?
* What has worked in the past? Ideas for future promotions.What will be done this year? Who will do it? How much will it cost?
* Review our media lists – can these be improved? Review our press release funnel and distribution systems, How can we improve our content marketing?
* What will be done this year? Who will do it? How much will it cost?
* Review current social media. Review your Google Analytics, Social Media Analytics to see how effective the channels and your activities are in generating engagement, website visits, sales etc.
* What are we going to do this year? What has worked? Can this be replicated? Do we continue with the existing channels? Do we try new social media channels?
* Review your sales force / telemarketing activities and what has been achieved
* What networking do your sales team do? Which are the most successful?
* What leads are generated and converted? Can the process be improved?
* Who will do it?. By When? How much?
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| **8. The Marketing Budget** -  |
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| **9. The Marketing Implementation Plan** -  |
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| **10. The Evaluation Strategy** -  |
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| **11. Appendices** -  |
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