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   Price  Do we have different prices based on   * Size * Segment * Industry type * Location * Existing /New * etc   Data Insights  How 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 strategy  Exhibition / Events Objectives?  Eg Reduction of use of single use plastics  Staff 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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