Marketing Strategy Template

Core Value Proposition People should care because....

Marketing Objectives What is the core aim?

- ☐ Increase Sales
- ☐ Increase Profitability
- ☐ Promote New Product/Service
- ☐ Launch New Brand
- ☐ Grow Digital Presence
- ☐ Lead/Enquiry Generation
- ☐ Reach New Customers
- ☐ Optimise Sales Funnel
- ☐ Earn Industry Recognition
- ☐ Improve Customer Relationships
- ☐ Build Brand Awareness
- ☐ Increase Market Share
- ☐ Engage Audience
- ☐ Increase Customer Retention
- ☐ Build Social Media Presence
- ☐ Increase Organic Search Traffic

Key Performance Metrics How success will be tracked and measured?

Targets Specific, Measurable, Assignable, Relevant, Time-based

SWOT Analysis Strengths, weaknesses, opportunities, threats

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Budget Allocation What resources are available?

Marketing Strategy Template

Customer Persona Who is the ideal customer?

Demographic	
Location	
Work/Role	
Interests	
Social Media Activity	
Additional	

Traffic Sources Where to drive traffic?

Specific
- ☐ SEO - Google
- ☐ PPC - Google Ads
- ☐ Facebook Ads
- ☐ Twitter Ads
- ☐ Linkedin Ads
- ☐ TikTok Ads
- ☐ ....
- ☐ ....

Online
- ☐ Display Advertising
- ☐ Email Marketing
- ☐ Push Traffic
- ☐ Pop Under/Interstitials
- ☐ Native Advertising
- ☐ Remarketing
- ☐ ....
- ☐ ....

Offline
- ☐ In-Store Promotions
- ☐ Direct mail
- ☐ Print Media Ads
- ☐ TV/Radio Ads
- ☐ Sales Channels
- ☐ Contact Outreach
- ☐ ....
- ☐ ....

Campaigns How will marketing efforts be grouped into campaigns?

No.	Reference	Description	CPA Target
1			
2			
3			
4			
5			

Marketing Tactics How will the campaigns be run?

Data / Tests What can be tested? What data can we learn from?