

MARKETING PRIORITIES	MARKETING GOALS	MARKETING STRATEGY
1.	1.	1.
2.	2.	2.
3.	3.	3.

KEY ACTIONS		
Action	Who	Due Date

Strategic Marketing Plan for

Date / /

IMPACT
CONSULTING

Our Audience	Our Strategies	Our Activities
Target Customer	Marketing Goals	Marketing Channels
<p><i>What criteria define & delimit your ideal target customer? (demographic, geographic etc)</i></p> <p><i>What do they think, feel, believe?</i></p> <p><i>What are they interested in? What products & services do they consume?</i></p> <p><i>What are their habits? What are their challenges & needs?</i></p>	<p><i>What are you trying to achieve?</i></p> <p><i>Is the expectation for short or long term results?</i></p> <p><i>What are your specific, measurable, achievable, relevant, time-based goals?</i></p>	<p><i>Which channels & vehicles will you use to communicate your value proposition to your target customer?</i></p> <p><i>How does your focus and budget break down against these?</i></p>
Customer Journey	Key Strategies	Tactics & Activities
<p><i>What causes someone to look for your product/service?</i></p> <p><i>Where do they go for information about you?</i></p> <p><i>What are the stages in their purchase process?</i></p> <p><i>How do they make decisions?</i></p>	<p><i>What approaches will you take to achieve your marketing goals?</i></p>	<p><i>What specific activities will you do in order to deliver your key strategies?</i></p> <p><i>What resources do you need?</i></p>
Value Proposition	Pricing & Positioning	Measures of Success
<p><i>What value does your product/service deliver to your target customer?</i></p> <p><i>How does your solution meet their primary need?</i></p> <p><i>Why is it better than they're currently using or doing or versus what else is out there?</i></p> <p><i>How are you remarkable?</i></p>	<p><i>How much will you charge for your product/service?</i></p> <p><i>How do you justify this pricing based on your value proposition?</i></p>	<p><i>How will you measure the success of your Marketing plan?</i></p> <p><i>What Key Performance Indicators will you look at?</i></p> <p><i>What are your measurable targets versus where you are now?</i></p>