

STRATEGIC MARKETING FRAMEWORK

SEGMENT/ PRODUCT LINE <small>Specify targets</small>	LINE 1		LINE 2		U P S T R E A M	
PEOPLE <small>Identify and describe those you're targeting</small>	USER	CUSTOMER	USER	CUSTOMER		
PRODUCT/ FEATURES <small>Identify key products or features for users and customers</small>						
STRATEGIC MARKETING GOALS <small>What are you trying to achieve?</small>						
COMPETITION <small>Who are you up against?</small>						
PRICE POSITION <small>Ideal position vs. competition or price strategy</small>						
KEY MESSAGES <small>What matters to users/customers</small>					D O W N S T R E A M	
PROMOTIONS/ CAMPAIGNS <small>Get creative</small>						
PLACEMENT <small>Where you will run campaigns</small>	DIGITAL	TRADITIONAL	DIGITAL	TRADITIONAL		
SUCCESS MEASURES <small>How you will measure progress</small>						
NOTES						