The essential elements of a successful marketing strategy

Starting with the customer first is critical to developing a marketing strategy that delivers.

START

CUSTOMER INSIGHT (what need are we solving?)

CUSTOMER SEGMENTATION

Segment A | Segment B | Segment C | Etc.

CUSTOMER PERSONA
e.g. Frugal Fred or Techy Tina

SITUATION ANALYSIS
Assess the dynamics of the market, competitors and the company to provide the context in which the company operates.

MARKET POSITION
Define which category the product falls into so that customers know what it is, what it does and where to find it.

MARKETING STRATEGY
10 Ps: Prospects, Purpose, Product and packaging, Price, Positioning, Place, Promotion, Process, People, Performance

VALUE PROPOSITION
The story of how we will solve our customers' biggest unmet need better than all available alternatives.

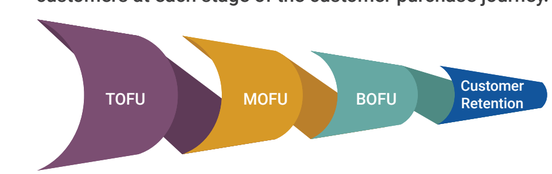
STRATEGY
A plan designed to achieve your long term aim. "What we want to be and how we will achieve this."

BRAND
The intangible attributes that differentiate the brand from competitors. (What the company stands for in the minds of the audience).

MESSAGE
How we will express our value proposition in a meaningful way.

BUSINESS, SALES AND MARKETING OBJECTIVES
The business objectives need to be translated into sales targets and a set of quantifiable marketing objectives.

MARKETING CAMPAIGN
The content and channels we will use to get our message out to customers at each stage of the customer purchase journey.



BUSINESS MODEL

COMMERCIAL ORGANIZATION STRUCTURE

MARKETING OPERATIONS
The systems and infrastructure required to communicate with our audience and measure performance e.g. CRM database, content management systems, eCommerce platform, customer service platform, marketing analytics and business reporting systems.

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