

# Marketing strategy guiding framework

## When to use

This tool is useful when you need a marketing strategy and desire a standard structure to make sure you do not forget any essential element.

## Time needed

2-3 hours

## Type of tool

- DISCUSSION TOOL
- CHECKLIST
- THINKING FRAMEWORK

## Benefits

These 11 basic questions will guide you to drawing your marketing strategy draft very quickly and hands-on.

## Team needed

Minimum 2

## Innovation Phase

- EXPLORE OPPORTUNITY
- DEVELOP CONCEPT
- VALIDATE CONCEPT
- INTRODUCE PRODUCT/SERVICE
- SCALE UP
- EXPAND & DIVERSIFY
- MANAGE OI

## Expected outcome

The aim of this exercise is to define a draft version of your marketing strategy.

## Complexity

3



# Marketing strategy guiding framework

<p><b>YOUR GOALS</b></p> <p><i>business &amp; marketing: for 1-3 month, for 3-12 month</i></p>	<p><b>MARKETING MESSAGE(S)</b></p> <p><i>1 per each customer persona</i></p>	<p><b>SALES OR PRE-SALES CAMPAIGN ?</b></p>
<p><b>YOUR DEFINED REVENUE STREAMS</b></p> <p><i>which actions will bring in money?</i></p>	<p><b>COMPETITORS</b></p> <p><i>Why are you better? What to learn from other successes/failures?</i></p>	<p><b>MARKETING AND SALES PROCESS</b></p> <p><i>(visitor-subscriber- lead-sign- up-trial- paid etc.):</i></p>
<p><b>SERVICE/PRODUCT &amp; AMP</b></p> <p><i>unique value proposition (UVP)</i></p>	<p><b>MAIN POSSIBLE MARKETING CHANNELS</b></p> <p><i>(fb, e-mail, guest blogging, content marketing etc.) with main activities and goals</i></p>	<p><b>KPI'S</b></p> <p><i>what you will start to measure in marketing this product/service?</i></p>
<p><b>TARGET GROUPS + CUSTOMER PERSONA</b></p>	<p><b>USE OF AUTOMATED MARKETING TECHNOLOGIES &amp; PLATFORMS</b></p>	



# Marketing strategy guiding framework

Local internet TV

<p><b>YOUR GOALS</b> <i>business &amp; marketing: for 1-3 month, for 3-12 month</i></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 45%;"> <p>1-3 month: increase monthly website visits by +20%</p> </div> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 45%;"> <p>3-12 month: Increase conversion rate from 5% to 10%</p> </div> </div>	<p><b>MARKETING MESSAGE(S)</b> <i>1 per each customer persona</i></p>	<p><b>SALES OR PRE-SALES CAMPAIGN</b></p> <div style="background-color: #00a0e3; color: white; padding: 5px;"> <p>Cross-platform campaign - Instagram, Twitter, Facebook and email marketing to promote the upcoming season</p> </div>
<p><b>YOUR DEFINED REVENUE STREAMS</b> <i>which actions will bring in money?</i></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 45%;"> <p>Monthly subscriptions</p> </div> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 45%;"> <p>Subscription upgrades</p> </div> </div>	<p><b>COMPETITORS</b> <i>Why are you better? What to learn from other successes/failures?</i></p>	<p><b>MARKETING AND SALES PROCESS</b> <i>(visitor-subscriber- lead-sign- up-trial- paid etc.):</i></p>
<p><b>SERVICE/PRODUCT &amp; USP</b> <i>unique value proposition (UVP)</i></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 45%;"> <p>Service: Local news</p> </div> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 45%;"> <p>USP: original local video content for local people</p> </div> </div>	<p><b>MAIN POSSIBLE MARKETING CHANNELS</b> <i>(fb, e-mail, guest blogging, content marketing etc.) with main activities and goals</i></p> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 100%;"> <p>E-mail marketing</p> </div>	<p><b>KPI'S</b> <i>what you will start to measure in marketing this product/service?</i></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 40%;"> <p>Visits (website traffic) ~ 1000/day</p> </div> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 40%;"> <p>250 new customers (12 month)</p> </div> </div>
<p><b>TARGET GROUPS + CUSTOMER PERSONA</b></p> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 100%;"> <p>1ZW Qmrv `x</p> </div>	<p><b>USE OF AUTOMATED MARKETING TECHNOLOGIES &amp; PLATFORMS</b></p> <div style="background-color: #00a0e3; color: white; padding: 5px; width: 100%;"> <p>20 new customers (12 month)</p> </div>	



# Marketing strategy guiding framework

---

## Use Guidelines

### Step 1

Download the Marketing Strategy Guiding Framework and print out the tool page on an A3 or A2 page. You can also write down the headlines on a piece of paper.

### Step 2

Go through each of the 11 subjects of the marketing strategy draft. Discuss the ideas and come up with final objectives.

### Step 3

Put the answers to each question together and see if there are still gaps in the marketing strategy draft.

### Step 4

Focus on the gaps in the marketing strategy and find a solution.



# Marketing strategy guiding framework

## Training material guidelines

<b>YOUR GOALS</b> <i>business &amp; marketing: for 1-3 month, for 3-12 month</i>	<b>MARKETING MESSAGE(S)</b> <i>1 per each customer persona</i>	<b>SALES OR PRE-SALES CAMPAIGN ?</b>
<b>YOUR DEFINED REVENUE STREAMS</b> <i>which actions will bring in money?</i>	<b>COMPETITORS</b> <i>Why are you better? What to learn from other successes/failures?</i>	<b>MARKETING AND SALES PROCESS</b> <i>(visitor-subscriber- lead-sign- up-trial- paid etc.):</i>
<b>SERVICE/PRODUCT &amp; AMP</b> <i>unique value proposition (UVP)</i>	<b>MAIN POSSIBLE MARKETING CHANNELS</b> <i>(fb, e-mail, guest blogging, content marketing etc.) with main activities and goals</i>	<b>KPI'S</b> <i>what you will start to measure in marketing this product/service?</i>
<b>TARGET GROUPS + CUSTOMER PERSONA</b>	<b>USE OF AUTOMATED MARKETING TECHNOLOGIES &amp; PLATFORMS</b>	

**To maximize exposure and potential of sales** every business needs a solid marketing strategy that outlines an overall game plan for finding clients and customers .

**Marketing strategy** is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage.

Before you decide on your own marketing strategy, **explore marketing strategies of other industries, your competitors, partners.** Learn from their failures and get inspired from their successes.

