

MARKETING STRATEGY TEMPLATE



The “Before” Phase (Prospect Awareness & Lead Generation)

1. Target Market

- **Who is your ideal customer?**

Define the specific audience for your product or service.

- **Demographics:** Age, gender, income, education, location, occupation.
- **Psychographics:** Lifestyle, values, interests, habits, buying behavior.
- **Specific Problems:** Challenges, needs, or pain points your product/service solves.

2. Message

- **Unique Value Proposition (UVP):**

Articulate your unique solution to your target market’s problem.

- What sets you apart from competitors?
- How do you provide better results or value?
- Include an **emotional hook**: appeal to their desires, fears, or aspirations.

3. Media

- **Platforms and Channels to Reach Your Market:**

- **Online:** Google Ads, SEO, email marketing, social media (e.g., Instagram, LinkedIn).
- **Offline:** Networking events, direct mail, print ads, trade shows.
- **Partnership Opportunities:** Collaborations with complementary brands or influencers.

The “During” Phase (Lead Nurturing & Conversion)

4. Lead Capture

- **How will you collect leads?**

Use tools and incentives to gather prospect details.

- Tools: Landing pages, lead magnets (eBooks, free trials, webinars), sign-up forms.

- Information to collect: Name, email, phone number, preferences.

5. Lead Nurture

- **Build Trust and Authority:**
 - **Content Marketing:** Regular educational emails, blogs, or videos.
 - **Social Proof:** Case studies, testimonials, success stories.
 - **Remarketing Campaigns:** Target prospects with reminders or new offers.

6. Sales Conversion

- **Streamline Your Sales Process:**
 - Strategies: Free consultations, discovery calls, in-person meetings.
 - Offers: Guarantees, discounts, time-sensitive deals, risk-reversal tactics.

The "After" Phase (Customer Retention, Ascension, & Referrals)

7. Deliver a World-Class Experience

- **Ensure Customer Satisfaction:**
 - Onboarding: Guide new customers seamlessly with welcome kits or tutorials.
 - Proactive Support: Quickly address issues and offer tailored solutions.

8. Increase Customer Lifetime Value

- **Upsell and Cross-sell:**
 - Add-on products/services, bundles, or upgrades.
 - Exclusive offers for members or loyal customers.

9. Generate Referrals

- **Encourage Word-of-Mouth Marketing:**
 - Implement referral programs with rewards or discounts.
 - Request testimonials and reviews on platforms like Google or Yelp.
 - Stay in touch with thank-you notes or exclusive offers for referrals.

Action Plan Summary

Key Goals:

Identify your top 3 measurable objectives (e.g., "Increase Q1 leads by 30%").

Budget:

Allocate resources by channels (e.g., 50% for social media, 30% for SEO).

Timeline:

Break down milestones into months or quarters.

Metrics for Success:

Track KPIs such as lead conversion rate, customer retention, and ROI.