

Business Name: _____ Date: _____

Marketing Strategy: (A quick outline of what you want to accomplish)

Complete the questions below being as detailed and specific as possible to get the most targeted plan possible.

Questions	Your Response
Audience:	
Who is your target audience?	
Where can you find them?	
What they value as important	
What are they worried about?	
What do they need right now?	
Competition:	
Who are your competitors?	
What are their strengths?	
What are their weaknesses?	
Positioning:	
Based on the above what make your business great?	
What makes your business unique?	
How will you price your product?	
Promotional Plan:	
How will people find out about you and your product/service? Include: Advertising, packaging, public relations, direct sales, internet marketing, sales promotions, marketing materials, networking, etc.	

Questions	Your Response
Marketing Budget:	
How much money will intend to use for marketing	
Action Plan:	
<p>Outline the steps you need to take and assign a deadline to them.</p> <p>Consider outlining a plan of actions to complete each month and hold yourself to it.</p> <p>Include things like: Email blasts, social media, print advertising, television, billboards, benches, events, networking, website, blogging, direct mail, etc.</p>	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	