

YOU JUST GOT  
*Oranged*

# Marketing Strategy Workbook



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# Business Overview



Date:

Business Name

Brief Description

Type of Product

- Physical Product
- Physical Service
- Digital Product
- Digital Service

Business Sales Location

- Storefront
- Website
- Social Media
- Home

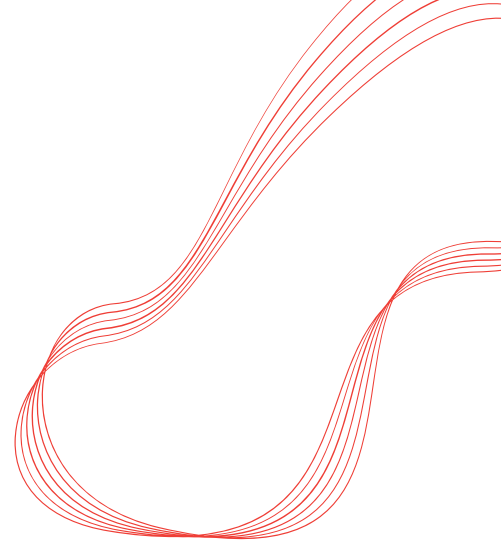
Target Market

- Local
- International

The Business Will Sell To

- To an end Consumer
  - To Another Business
- 

# Core Concept



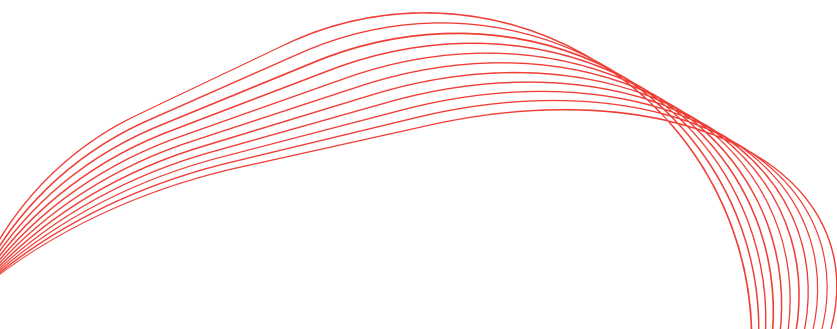
What product or service do you offer?

A large, empty rectangular box with a thin orange border, intended for the user to describe their product or service.

Who is your ideal client?

A large, empty rectangular box with a thin orange border, intended for the user to describe their ideal client.

How can you reach your ideal clients?

A large, empty rectangular box with a thin orange border, intended for the user to describe how they can reach their ideal clients.



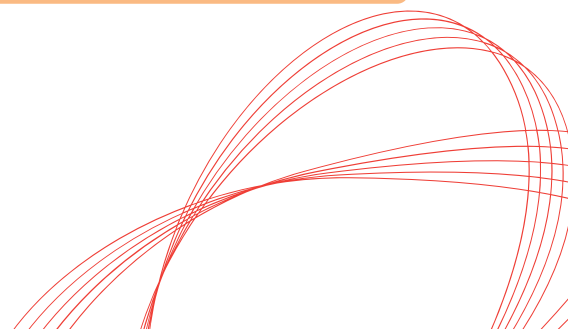
# Value Proposition

Why do your customers buy from you?

What makes your product better?

What are the main points you solve?

What is your unique selling point?





# Target Market

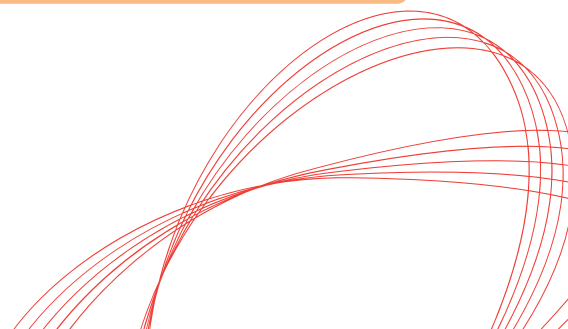
Using an excel spreadsheet, create a list of customers that you've had within the past three months and insert their demographics. Then answer the questions below.

Did your customers initially contact you the same way?

Did your customer's have similar challenges?

How are your customers different?

How did you create trust amongst your customers?



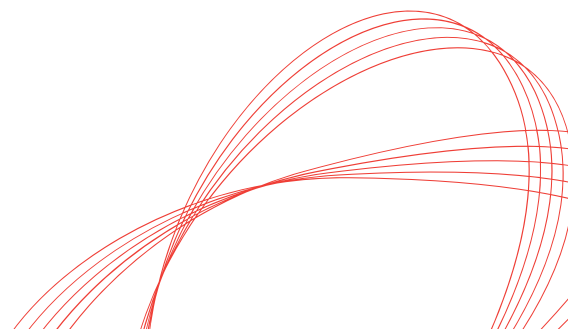


# Brand Voice

What 5 characteristics would you use to describe your brand?

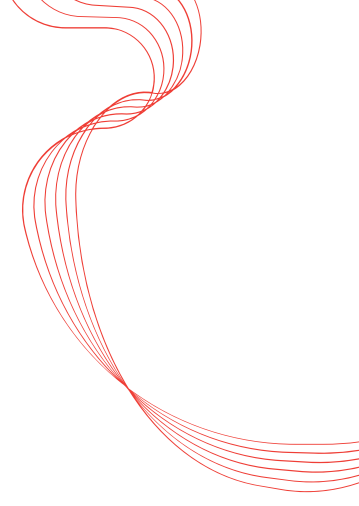
How do these characteristics show up in your communications?

How are these characteristics showing up in business operations?





# Competitor Research



Top 3 Competitors

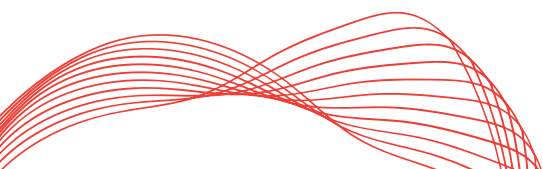
What Do They Offer

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<hr/>	<hr/>
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What are their strengths and weaknesses?

How do they reach their customers?

What is the range of their pricing?



# Marketing Plan



Channel	Marketing Tactics	One Time Cost	Monthly Cost
Total Cost			

