

Marketing Strategy

Company / Product Line

Date

Who is your target audience?

Write a short description of your bullseye customer.

How old are they? Where do they live? Who do they live with? What do they do for a living?
How much do they make?

What do they want?

In relation to your offering what need is your audience trying to satisfy? What type of experience is your audience seeking? Do they want to be with others or alone? Do they want to relax or be invigorated? Do they want to tell a great story or have an Instagram worthy experience?

What do you have?

What existing offerings do you have to meet these needs and expectations? (Product)

What else could you have?

What other unmet needs could you satisfy through new offerings or partnerships?

How can you bundle your offerings?
(Product)

How will they buy it?

How much will you charge? How will it be sold?
(Price + Place)

How will they know about it?

What mediums and messages will make the audience aware of the offering and ultimately make the purchase?

(Promotion)

How will they feel after they have experienced it?

What are they really buying? Relaxation? Resetting? Reinvigorated? Connected?

What do you need to make this happen?

Human | Financial | Materials | Digital | Expertise

When will you start?

Creating it?

Selling it?

Delivering it?

