

# Marketing Strategy Planning Template

company name \_\_\_\_\_

product|service \_\_\_\_\_

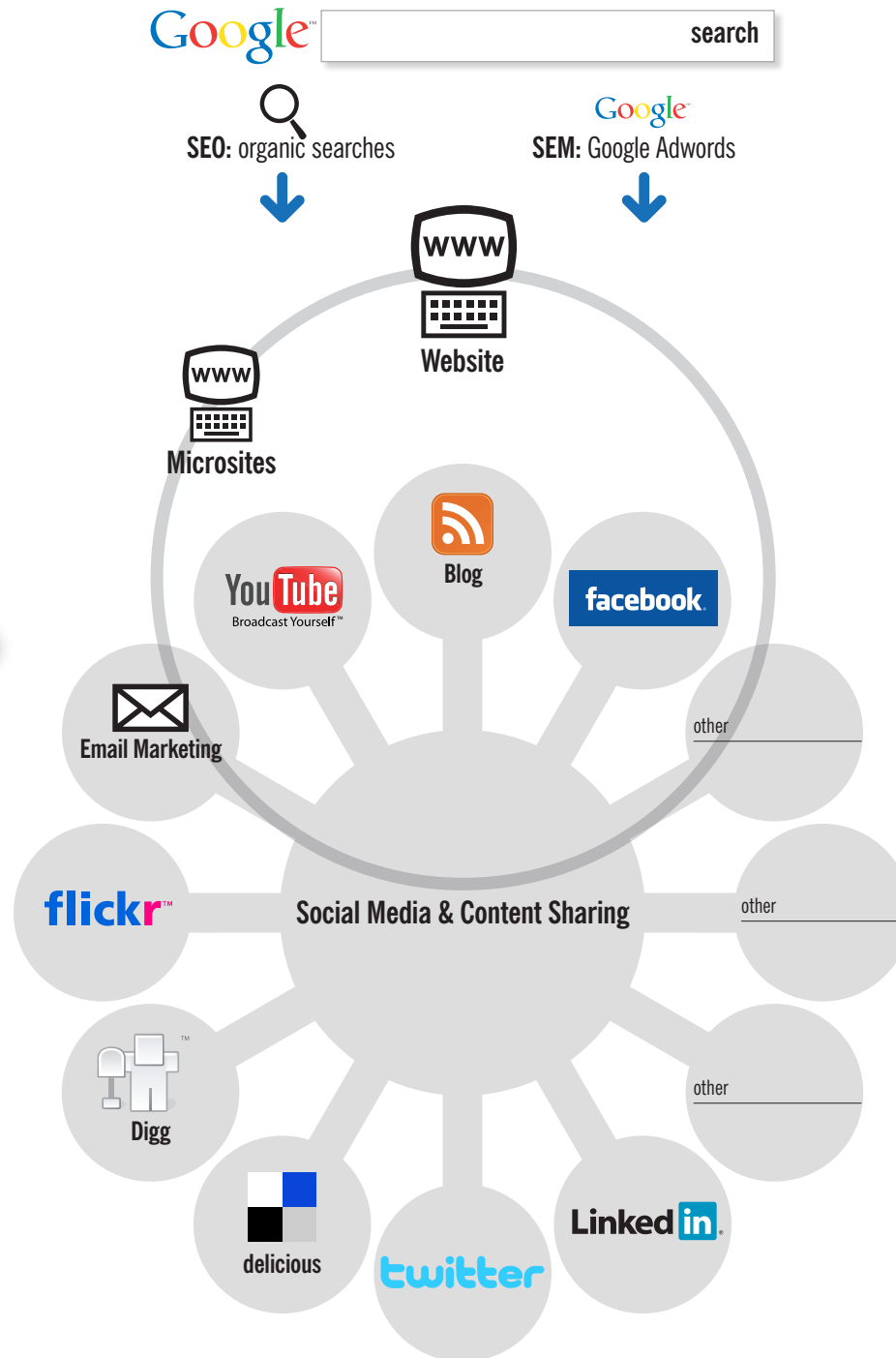
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*Marketing and Leadership Speaker*

<b>WHO</b>	<b>BUYER PERSONA</b>	<b>1 ::</b>	<b>2 ::</b>
	<b>Description</b> Who is this person? What problems does this buyer have?		
<b>WHAT</b>	<b>Problems you solve for this buyer?</b> Why are they buying from you?		
	<b>Actions you'd like them to take</b> Enquire, order, buy, connect etc.		
<b>WHY</b>	<b>How are you remarkable?</b> What value do you bring?		
	<b>Proof</b> Credibility indicators, guarantees, testimonials etc.		
<b>WHERE</b>	<b>Where are they?</b> Google, blogs, Facebook, Twitter etc.		
<b>HOW</b>	<b>Your company personality</b> What kind of company are you?		
	<b>Creative</b> Look and feel		
	<b>Tone of voice</b> Language you'd use		
	<b>Keyword phrases?</b> What buyers type into Google		
	<b>Marketing tactics &amp; Content strategy</b> Blog, Twitter, YouTube, email newsletter, Google Ads, e-books, webinars, podcasts, etc.		
<b>WHEN</b>	<b>Things to do today</b>	<b>Things to do next week</b>	<b>Things to do next month</b>
	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
	3. _____	3. _____	3. _____

## BACK LINKS

- articles
- galleries
- affiliates
- directories
- testimonials
- speaker bios
- guest blog posts
- expert articles for industry sites
- industry associations
- blog directories
- news websites
- news releases
- bloggers
- awards
- e-books
- webinars
- podcasts
- \_\_\_\_\_
- \_\_\_\_\_



## OUTCOMES

- ENQUIRE**
  - forms
  - questionnaires
  - applications
- PURCHASE**
  - donate
  - buy
  - renew
- DOWNLOAD**
  - presentation slides
  - e-book
  - podcast
  - toolkit
  - resources
- PARTICIPATE**
  - connect on social networks
  - register for event
  - sign up for email list
  - register for webinar
  - give permission for communications