**Marketing Strategy Planning Template** company name



## product|service

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

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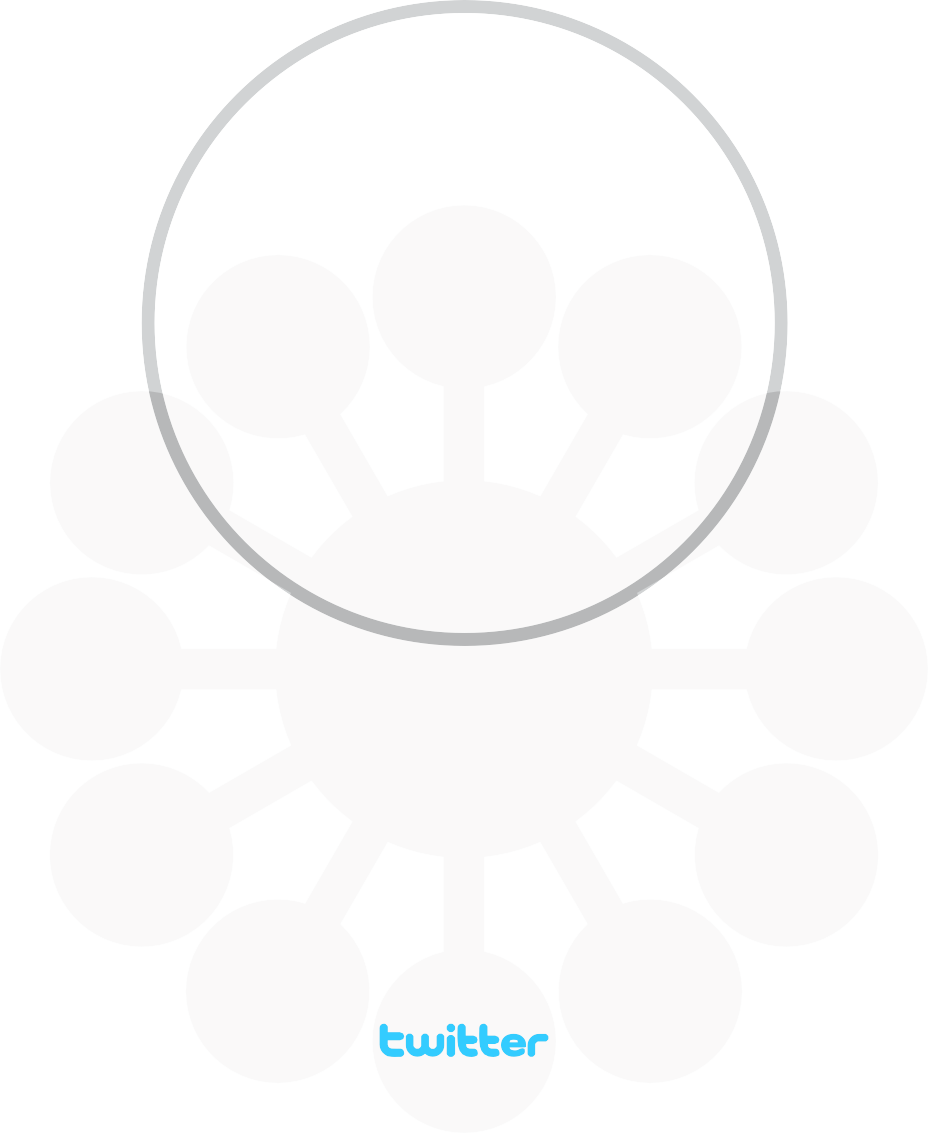
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**Marketing Strategy**

**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



**SEO:** organic searches **SEM:** Google Adwords

# Website

**Microsites**

**Blog**

other

**Email Marketing**

# Social Media & Content Sharing

other

**Digg**

**delicious**





other



**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

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