CORNERSTONE MEDIA GROUP



MARKETING STRATEGY WORKSHEET

A marketing strategy sets out your marketing goals, including who your ideal customers are and how you intend to reach them. It's your plan of action and the blueprint to the marketing activity you will do in the coming months and years to grow your business.

Writing and defining your marketing strategy commits you to delivering it. It gives you a set of objectives to help those involved in your marketing activity to understand your business and its audience.

Use this convenient worksheet with essential building blocks to jump-start creating your marketing strategy.

Company Name:		Contact Person:	
Website:		Contact Email:	

PART 1 - COMPANY INSIGHT

Answers to the questions below will help define your company's marketing strategy. They provide a snapshot of where your business is today and where it will go in the future.

MISSION **What is your company's mission?** A mission describes the organization's purpose and its overall intention. Every company should have a precise statement of purpose that gets people excited about what the company does and motivates them to become part of the organization.	
GOALS **What are your company's goals?** Business goals are key for establishing your organization's priorities, aligning your teams' and employees' activities towards common objectives, and setting your company up for success.	
COMPETITORS **Who are your competitors?** Identifying what differentiates your brand, product or service from other players in the industry is crucial to increasing sales and building customer loyalty.	Name 2 competitors? What advantages do they have over your business? What are your competitors doing that is similar to your business? What are your competitors doing that is different from your business?

PART 2 - COMPANY VALUE

What problem do I solve for my customers? Think beyond your products and services. What is it that your business does that adds value to your customers' lives? What saves them time or money or fixes an issue? EXAMPLE (beauty supply) A beauty supply store sells cosmetics. The value they provide customers is the confidence they get from looking their best.	
Why should a customer choose me over a competitor? Think about what you offer that no other business can.	
What is your Statement of Value* (SOV)? Combine your two answers above into one statement that says what you do for your customers in a way that sets you apart from competitors. EXAMPLE (beauty supply) My beauty supply store offers high-quality products along with expert, friendy advice to help customers look and feel their best.	

* The **Statement of Value (SOV)** is the cornerstone of your marketing strategy. You'll build your marketing on the value you add for customers that differientiates you from the competition.

PART 3 - TARGET CUSTOMER

Zeroing in on the customers who are a perfect fit for your business will make you the best at providing the solutions they need.

Who is the person most likely to love my products or services? A description of your ideal customer helps you understand their needs, challenges and responsibilities, so that you may develop effective marketing campaigns. EXAMPLE (beauty supply) Target customers believe that cosmetics and hair care products will help them look their best. Their concern is purchasing the correct products.	Age Gender ☐ Male ☐ Female Income Level Beliefs Concerns Other
What problem does my target customer have? How does your business solve that problem for them? Remember your **SOV** above. If it needs tweaks to speak to your target customer, now is the time. .	Needs Desires Other

PART 3 - TARGET CUSTOMER (continued)

What will prompt my target customer to buy from me? Your marketing strategy will be more successful when you know your customer's mindset, what prevents them from purchasing, and what influences their actions.	Mindset Purchase Barriers How to influence their actions
Where can I reach my target customer? To maximize your marketing budget, you should focus on areas where your customers spend time.	

PART 4 - Metrics

What is your budget for marketing? A marketing budget helps you put your funds in the right place and allows you to determine which strategies work. If this is your first time marketing, what number are you comfortable allocating?	How much did you spend last year for marketing? What were the results?
How will you measure and evaluate your success? Sales that result from marketing efforts are a good measure, however other metrics can be indicators of success as well.	

PUTTING IT ALL TOGETHER

YOU DID IT! Now take all the great work you did on this worksheet and apply it toward a successful marketing strategy for your business. Here's how to get started:

- Print out this marketing strategy and post it where your staff can see it. Refer to it whenever you're making marketing decisions.
- Brainstorm a few marketing campaigns that will highlight your value position for your target audience.
- Create a marketing calendar to plot your campaigns. Imagine ways to incorporate upcoming events, holidays or seasons that are connected to your business.
- Begin with campaigns that work for your budget. Start small using print marketing, social media advertising or search engine marketing – all of which can be budget-friendly.
- Revising your strategy at least twice a year to make sure it still works for your business.

Looking for a partner?

Let a Cornerstone Media Group business advisor help you craft a marketing strategy tailored to the unique needs of your business.

Call **404-425-9573** today!

Schedule a FREE Marketing Strategy Session NOW!