

Marketing Strategy Planning Template

company name _____

product|service _____

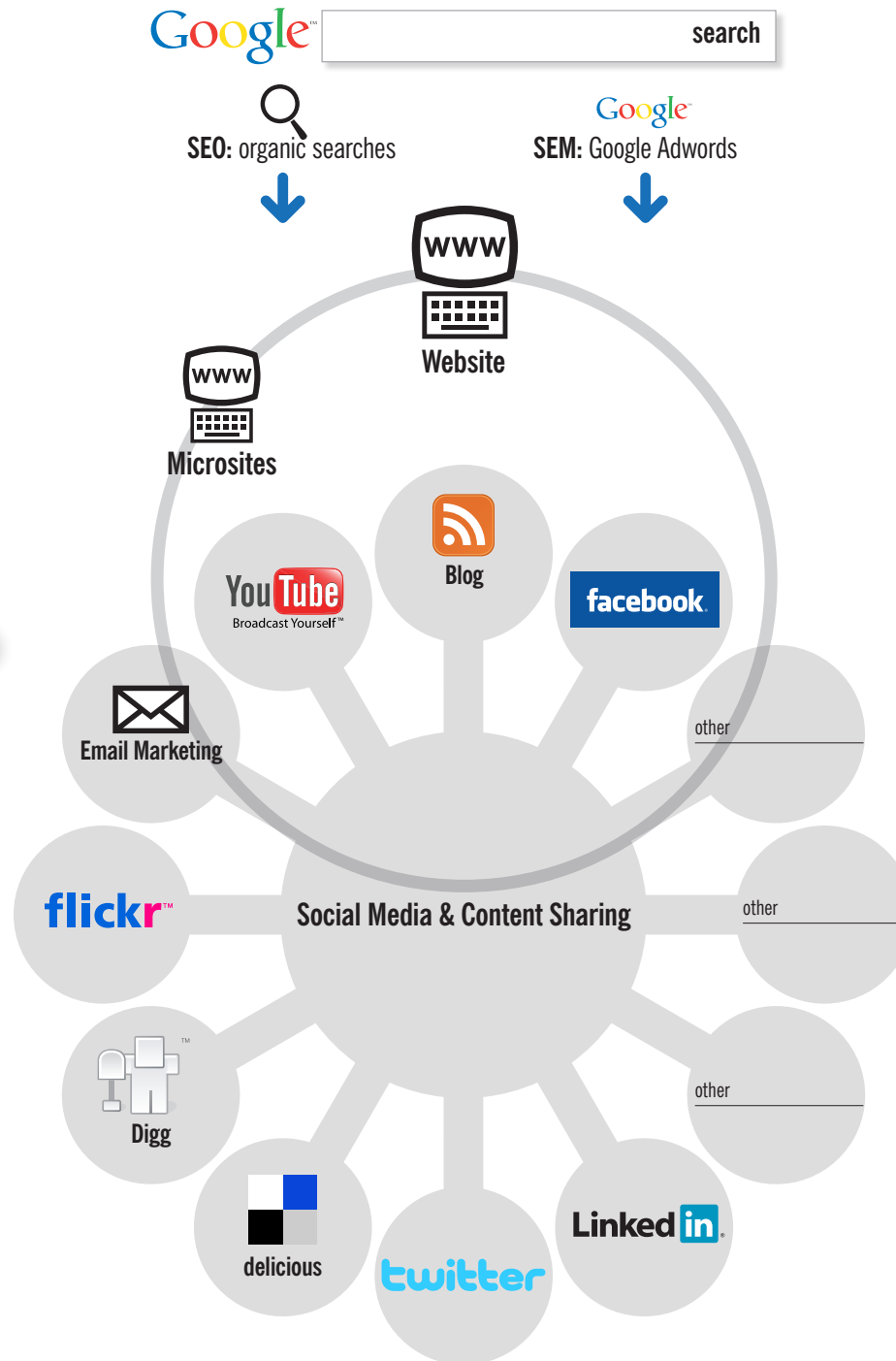
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Marketing and Leadership Speaker

WHO	BUYER PERSONA	1 ::	2 ::
	Description Who is this person? What problems does this buyer have?		
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	Things to do next week	Things to do next month
	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

