

Marketing strategy template

Executive Summary

Select Business name, Company mission statement (an action-based statement that declares the purpose of an organization and how they serve their customers), brief explanation of your plan - what do you want to achieve?

Marketing Goals: Boost brand awareness, Increase the sales

Brand awareness, or in other word the degree of consumer recognition of a product by its name, or simply said - if people know your product, is important for your success! Try to define more precisely what you want to achieve - in other words, for what you need the money from your investors.

Target Customers

Think about who your potential customer is. Try to specify age, gender, income as well as any other relevant characteristics which could be important (occupation, place of living, hobbies, preferences...)

Competitive Analyses

Who is your competitor? Search for other producers already on the market, think about their products and compare them to your product. How are they different? Which customers are they targeting already? What does it mean for your brand?

What makes your products great (and what is not)? (SWOT Analysis)

Sort out your thoughts! How can your product become different and better compared to your competitors? What are your strengths, why customers should like your product? Where are your weak points? Are there any new opportunities you should look into? And what kind of threats are going against your effort? Do a brief SWOT analysis for your brand!

Strengths	Weaknesses
Opportunities	Threats

My brand! From design to our customers

Based on all information above and especially the definition of your customers, design your brand. You need a unique style, message and design to get the attention of customers (and investors).

The Best Marketing Channel

Where can you advertise your product? On shelves of which shops it should not be missing? Briefly suggests some options.

Our goals

Do not spend much on this section, but try to suggest what kind of goal you should reach for. How do you define your success? Number of packages sold? Proportion of people knowing your brand? What do you think it is realistic to achieve?