

Marketing Strategy - Sample Project

A Marketing Strategy combines a company's marketing goals into an integrated plan that helps ensure that messaging is consistent, that strategies and tactics support objectives, and that the business has the ability to measure results against objectives. A good marketing strategy should be drawn from market research and enable its business to focus its resources on the best opportunities available to increase sales and achieve a sustainable competitive advantage.

Here is a very good sample of a job posting and what makes it so strong:

Project Name: Comprehensive Marketing Strategy Needed For Software Startup

Goals:

It's impossible to measure project success if you have not put the proper goals and metrics in place. The best time to do this is before the project has even begun. Choose three goals in order of importance from the choices below:

- Establish a brand / increase awareness of your product or service
- Improve distribution of your product or service
- Launch your digital marketing presence

Business Description:

We are a young, venture-backed software startup based in San Jose, CA that is currently developing an application to address the billing and invoicing challenges of small-to-medium-sized enterprises. The application is seamlessly integrated within businesses' existing accounting infrastructure and allows their finance team to automatically send and receive invoices.

Project Description:

We are looking for a comprehensive marketing strategy that includes the following elements:

- Market analysis – definition of our target market, market sizing, growth trends and buying behaviors in the SaaS industry
- Competitive analysis – an overview of our key competitors' strengths, weaknesses, strategies, and messaging
- Marketing strategies & tactics – recommended traditional and digital marketing strategies and supporting tactics

- Budget and resource plan – A breakdown of spend by channel over the next 12 months to support the suggested marketing strategies and tactics

Abilities and Knowledge Required:

- Degree in business administration or related field with a minimum of 5 years of senior marketing strategy leadership experience in a world-class marketing organization
- Experience serving clients within technology or business-to-business (B2B) fields, preferably those in the enterprise software industry
- Demonstrated knowledge of market research, consumer insight development, translating research into actionable recommendations, and brand management principles
- Proven ownership of several brand positioning projects in which an ability to apply creative marketing solutions to meet business goals was demonstrated
- Expert in Microsoft Excel and PowerPoint with the ability to present insights and recommendations in a clear, concise and compelling manner to senior executives

Ideal Provider Attributes:

Which of the following attributes do you value most in a provider? Please choose three and rank them in order of importance.

- Quality of Work
- Knowledge
- Budget

Experience Required:

How many years of experience would you like your provider to have? Please note that the more experience you desire, the more difficult it is for us to find you a provider that's right for your job.

- 5-10 years

Desired Provider Interaction:

How frequently would you like to check in with your provider throughout the duration of the project? Please select from the options below.

- Once per week