

MARKETING STRATEGY

► COMPANY NAME
TODAY'S DATE

QX 20XX

- Add a quick description of the purpose of this marketing strategy—like the team, project, and dates. Keep it short and sweet, since you'll dive into the details later in the deck.

[1] THIS IS A NEW SECTION

OPPORTUNITY

Add a quick description of the number below.

XX%

QX MARKETING STRATEGY

Keep it as short and sweet as possible.

XX%

Provide context so viewers "get it."

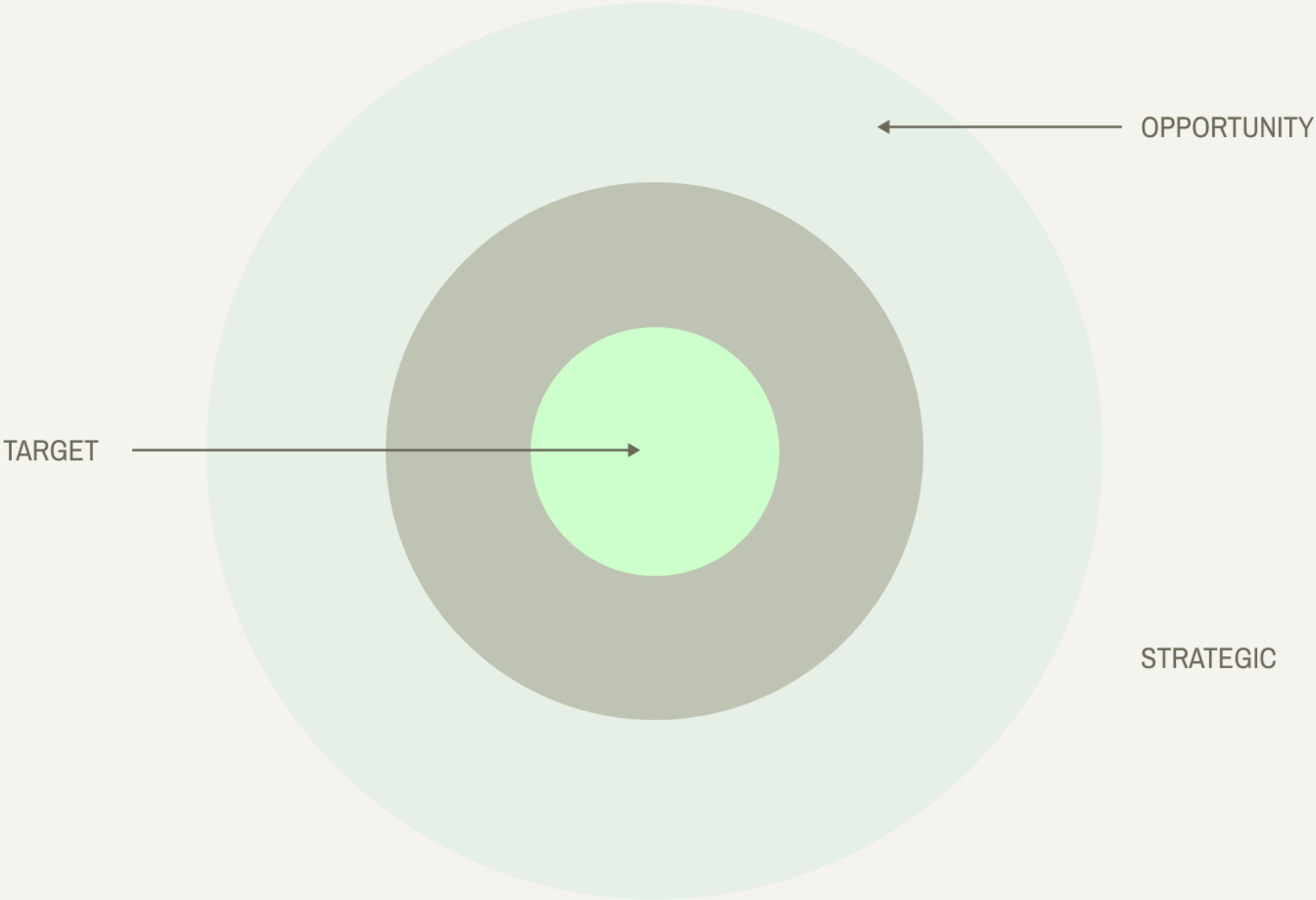
XX%

COMPANY NAME

TARGET AUDIENCE

Break down who you're going after, and why they're important.

QX MARKETING STRATEGY



COMPANY NAME

OBJECTIVES

1

Add a quick description of the objective here.

2

Provide some context, then link away to relevant docs or files.

3

If you've got a bunch of objectives, just copy this slide.

POSITIONING STATEMENT

This is what our product does, and the
needs that it solves for people.

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COMPANY NAME

PAIN POINTS

BENEFITS

Pain point 1

Describe a customer problem or challenge.



Benefit 1

Then describe how your product solves it.

Pain point 2

Describe a customer problem or challenge.



Benefit 2

Then describe how your product solves it.

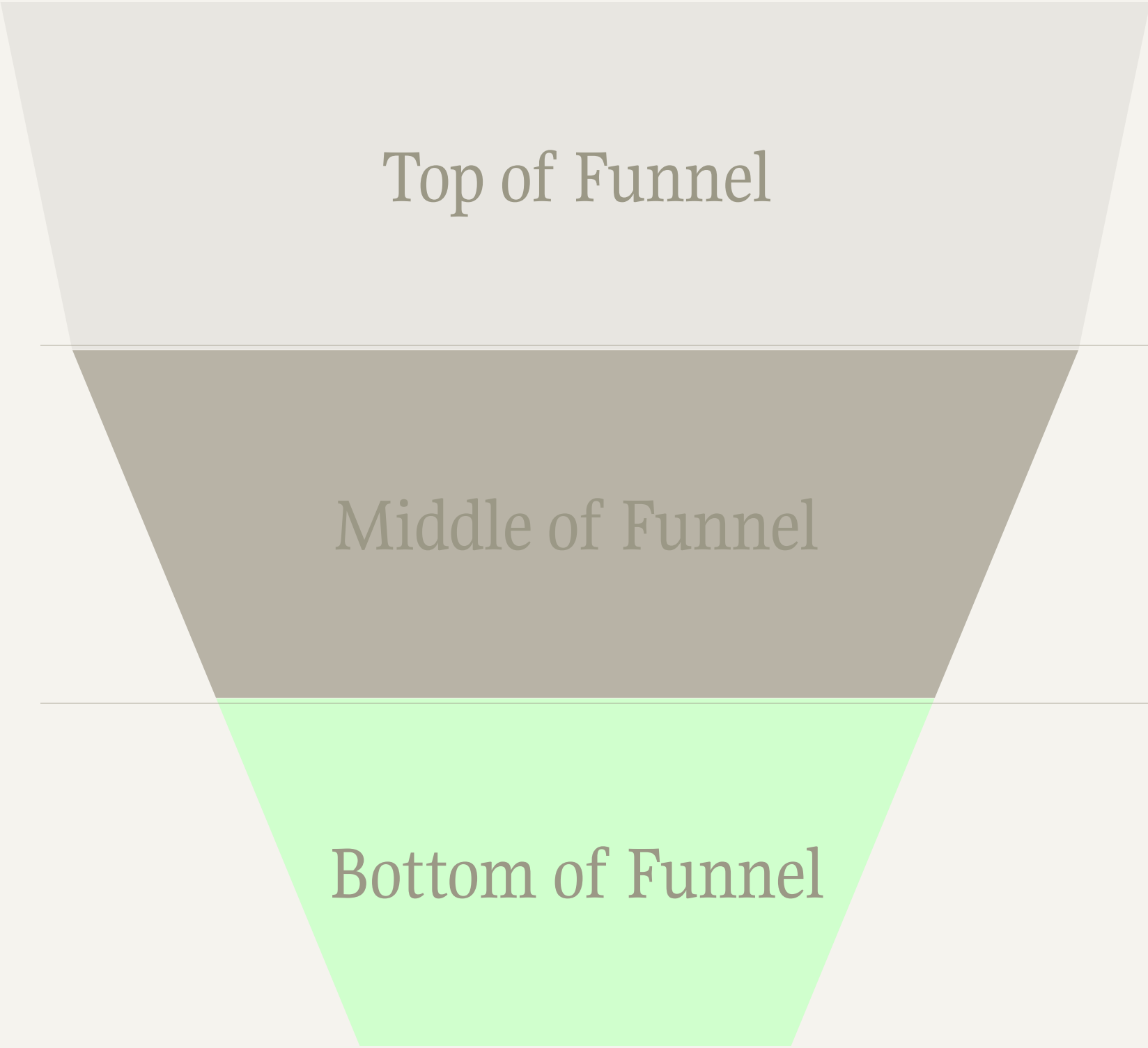
Pain point 3

Describe a customer problem or challenge.



Benefit 3

Then describe how your product solves it.



- ▶ TACTIC ONE
- ▶ TACTIC TWO
- ▶ TACTIC THREE

- ▶ TACTIC ONE
- ▶ TACTIC TWO
- ▶ TACTIC THREE

- ▶ TACTIC ONE
- ▶ TACTIC TWO
- ▶ TACTIC THREE

THANK
YOU

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