Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Need some inspiration?
Take a theoretical session with Jake Knapp and a product user while brainstorming.
Open example →

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- **Team gathering**
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.
- **Learn how to use the facilitation tools**
  Use the Miro templates to brainstorm together more productive and creative.

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1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

over marketing, no sales from a sales letter, seeing marketing as a cost, lack of funding, insufficient funds,competing in dynamic

Key rules of brainstorming
To run an smooth and productive session

- Stay in scope.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil [edit] to quickly turn it into a text block!

S.Bhuvaneshwaran

use the types of marketing strategy that fit with your business plan and follow it consistently and constantly.

use at least a sequence of three letters that take clients through the sales process.

use direct marketing because you can measure it.

M.Ajay

Don't base the return on investment for analyzing marketing on the first results.

Advertising should focus on the purchaser would enjoy.

Offering better content and utilizing paid media will help your business stand out to your audiences and gain an upper hand over your competitors.

B.Deepak

Analyze past marketing metrics.

Create a marketing plan.

Keep in mind the lifecycle stages and marketing funnel.

K.Dhanush

Cost savings:The cost of outsourcing to a digital agency is far less than hiring a full-time employee who has the skill sets required to compete with other businesses.

Save time: Time is a huge factor. Businesses want to do more, but usually realize they just don't have the resources to do everything well.

Team of experts: A digital agency is a team full of experts who specialize in all things digital marketing, so a lack of quality talent is no longer an issue.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and identify ideas as theme within your mural.

WE DISCUSS ABOUT

SMALL BUSINESS MARKETING TIPS

know your audience , emphasize your value proposition.

capitalize on short term plays,double down on what works.

stay focussed on singular goals and objectives , use free promo tools.

understand the power of existing customers , create a website.

promote yourself on social media, consider blagging.

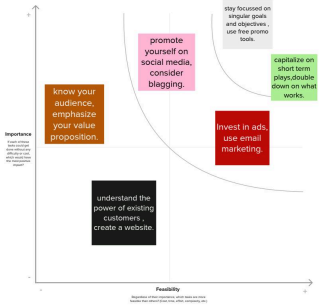
Invest in ads, use email marketing.

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can then rearrange the sticky notes on the mural pointer hovering the **P key** on the keyboard.



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- **Share the mural**
  Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- **Strategy blueprint**
  Define the components of a new idea or strategy.
  Open the template →
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

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