

Marketing Strategy

Nailing down your marketing strategy can be tricky. With so many angles to consider, it can be appealing to jump from one technique to the next. The first step in developing a focused plan is to get very clear on your target. Let's dive into the exercises below to help you get clear on where you are headed.

I am going to use an example to help walk you through how these questions will be answered. For example purposes, let's say I am thinking about founding a children's clothing business.

Who

1. Who is your ultimate consumer? Who is the person actually using your product or service?

For children's clothing, the ultimate consumer would be the child.

2. Who is the one pulling out their wallet to buy your product or service? Who is the decision maker?

The decision maker is the person buying the clothes.

What

1. What is your consumer actually buying from you? What advantage are they gaining by purchasing your product or service?

For children's clothing, people aren't just buying the clothes, they are actually buying the warmth or shelter from outside elements that the clothing provides. That is the advantage they are gaining from your product.

Where

1. Where does the decision maker gather their information from?

For children's clothing, the decision maker might gather information from mommy bloggers or local department store advertisements.

2. Where does the decision maker frequent?

For someone who buys children's clothing, they might also visit the grocery store baby food aisle, a toy store, a daycare center, schools, or extracurricular programs for kids like gymnastics, swimming, or music class.

When

1. When is the decision maker shopping? Is there any specific time when it is greater than others?

A big surge in children's clothing might happen seasonally when new winter or summer wear is needed. In addition, back-to-school shopping is also a big seasonal event.

Why

1. Why would someone pick up your brand over someone else's? What is the secret sauce you possess that others don't?

A clothing brand might have a number of competitive advantages from the lowest price in their category or being all sustainably sourced.