

# MARKETING STRATEGY QUICK REFRESHER



## 1. TARGET AUDIENCE AND BUYER PERSONAS

PRIMARY TARGET AUDIENCE:

SECONDARY TARGET AUDIENCE:

BUYER PERSONAS (AGE, OCCUPATION, INTERESTS, PAIN POINTS):

BUYER PERSONA #1:

BUYER PERSONA #2:

## 2. MARKET RESEARCH AND COMPETITOR ANALYSIS

INDUSTRY TRENDS:

COMPETITOR STRENGTHS AND WEAKNESSES:

MARKET GAPS AND OPPORTUNITIES:

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## 3. MARKETING OBJECTIVES

REVENUE GOAL: \$

MARKET SHARE GOAL:

BRAND AWARENESS GOAL:

## 4. UNIQUE VALUE PROPOSITION (UVP)

OUR UNIQUE SELLING POINT(S):

KEY DIFFERENTIATORS:

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## 5. MARKETING MIX

PRODUCT/SERVICE:

PRICE STRATEGY:

PROMOTION CHANNELS:

DISTRIBUTION CHANNELS (PLACE):

## 6. CONTENT STRATEGY

CONTENT TYPES (BLOG, VIDEO, SOCIAL, ETC.):

CONTENT CALENDAR FREQUENCY:

DISTRIBUTION CHANNELS (EMAIL, SOCIAL, ETC.):

## 7. DIGITAL CHANNELS

WEBSITE URL / EMAIL DISTRIBUTION PLATFORM:

SOCIAL MEDIA PLATFORMS:

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## 8. PAID ADVERTISING

CHANNELS (GOOGLE ADS, FACEBOOK, ETC.):

BUDGET ALLOCATION: \$

## 9. ANALYTICS AND TRACKING

KEY PERFORMANCE INDICATORS (KPIs):

RETURN ON INVESTMENT (ROI) METRICS:

## 10. BUDGET AND RESOURCES

TOTAL MARKETING BUDGET: \$

RESOURCE ALLOCATION (TEAM, TOOLS, ETC.):

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## 11. PROJECT MANAGEMENT FRAMEWORK

### PROJECT TIMELINE:

WEEKS 1-2:

WEEKS 3-4:

WEEKS 5-6:

WEEKS 7-8:

WEEKS 9-10:

WEEKS 11-12:

WEEKS 13-14:

WEEKS 15-16:

WEEKS 17-18:

WEEKS 19-20:

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## 11. PROJECT MANAGEMENT FRAMEWORK (CONT'D)

TASK ASSIGNMENTS AND DEADLINES:

A large, empty rectangular box with a thin black border, intended for the user to write task assignments and deadlines. The box is currently blank.

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## 11. PROJECT MANAGEMENT FRAMEWORK (CONT'D)

TASK ASSIGNMENTS AND DEADLINES:

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## 12. REVIEW AND ADJUSTMENT

ADJUSTMENT CRITERIA (PERFORMANCE METRICS):

REGULAR REVIEW FREQUENCY:

## 13. CRISIS MANAGEMENT AND REPUTATION MAINTENANCE

CRISIS RESPONSE PLAN:

REPUTATION MONITORING TOOLS:

## 14. BRAND CONSISTENCY

BRAND GUIDELINES (VOICE, VISUAL IDENTITY):



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## 14. BRAND CONSISTENCY (CONT'D)

CHANNEL-SPECIFIC BRANDING:

## 15. PERFORMANCE MONITORING AND ADJUSTMENT

PERFORMANCE METRICS (KPIs):

ADJUSTMENT FREQUENCY:

**YOU NOW HAVE A CLEAR ROADMAP TO DRIVE YOUR  
BUSINESS'S MARKETING SUCCESS.**

NEED EXPERT GUIDANCE?  
CONTACT ME TO DISCUSS HOW PINK PIXIE MARKETING CAN HELP ELEVATE YOUR BUSINESS.  
[WWW.PINKPIXIEMARKETING.COM](http://WWW.PINKPIXIEMARKETING.COM)