

# MARKETING STRATEGY

## Business Objectives

Where do you want to be at the end of the year?

## Marketing Objectives

What are the key things that will help you achieve your business objectives?

## Potential Customers

Who are all of the potential customers for your business?


## Target Customers

Who are you going to spend your time and money budget on?

	Target Audience	Product/Service Most Suited
Target A		
Target B		
Target C		

## Marketing Campaign

How are you going to tie all of your individual marketing activities into a campaign?

## Business Objectives Examples

What do you want to achieve within the next 12 months?

Money (T/O or Profit)	Grow the business from 80k to 250k
Staff	Employ 2 new staff members
Impact	Helping 200 business owners to do XYZ
Time	Working 5 days a week

## Marketing Objectives Examples

What are the key things that will help you achieve your business objectives?

Goal	Statement	Measurement
Awareness	Increase awareness of my brand with X customers	Lead Generation
New Customers	Get x to buy y resulting in € turnover	Number of customers / Turnover
Long Term Value (LTV)	Get current customers to buy more/more often	Average Spend / Repeat Business
Positioning / Reputation	Be known as the No. 1 provider of XYZ to the ABC industry	Customer Reviews / Research
Promotion	Build a clear marketing plan for 2021	Social Media Follows / Engagements / Media Mentions

Other examples: NPD / Pricing / Branding / Distribution / Market Share/ Differentiation / Competition / Margins

Created by:



**marketingcoach.ie**  
marketing consultancy & business coaching