MARKETING STRATEGY DEVELOPMENT CHECKLIST

Define Your Business Goals

- [ ] Revenue Targets (e.g., increase by 20% in 12 months
- [ ] New customer acquisition goals
- [ ] Market expansion or product launch plans

Identify Your Target Audience

- [ ] Develop customer personas (age, gender, income, pain points)
- [ ] Identify customer needs and behavior
- [ ] Segment your market (demographic, geographic, psychographic)

Conduct Competitor Analysis

- [ ] Identify top 3 competitors (with target audience input)
- [ ] Analyze their strengths, weaknesses, opportunities, threats (SWOT)
- [ ] Research their marketing tactics (social media, SEO, advertising)

Develop Your Unique Value Proposition (UVP)

- [ ] Define what makes your product/service stand out
- [ ] Craft a clear, compelling UVP Statement
- [ ] Ensure UVP resonates with your audience's needs

Choose Marketing Channels

- [ ] Determine if traditional (print, radio) or digital (social media, SEO, email) is most effective
- [ ] Set marketing budgets by channel
- [ ] Allocate resources for each channel (time, money, team)