

# One Page Marketing Strategy

Core Ideology			
<b>Core Values</b>		<b>Golden Circle</b>	
		<i>Why?</i> <i>How?</i> <i>What?</i>	
<b>Value Prop (Primary Value Customers Buy From You)</b>		<b>Brand Promise (Commitment to Customers)</b>	
<b>5 Strategic Pillars</b>		<b>Target Market Attributes / Buyer Persona</b> <i>(Industry, Geography, Size, Title, Demographics)</i>	
Insight SWOT (Team)		Insight SWOT (Customer Voice)	
<b>Strength</b>	<b>Opportunities</b>	<b>Strength</b>	<b>Opportunities</b>
<i>Strategies to Leverage</i>	<i>Strategies to Build</i>		
<b>Weakness</b>	<b>Threats</b>	<b>Weakness</b>	<b>Threats</b>
<i>Strategies to Capitalize</i>	<i>Strategies to Defend</i>		
Top 5 Trends		Top 5 Competitors	
		<i>Competitor</i>	<i>Differentiator</i>
Current Client Strategy		Growing a Business	
<b>Current \$ Sales / Customer</b>	<i>Maintain Strategies</i>	<i>Concierge Strategies</i>	
	<i>Milk Strategies</i>	<i>Growth Strategies</i>	
	NO-TO-LOW GROWTH	MEDIUM-TO-HIGH GROWTH	
<b>CUSTOMERS</b>	<b>NEW</b>	<i>Enter New Segments</i>	<i>Big Leap</i>
	<b>CURRENT</b>	<i>Expand Geography</i>	<i>New Products &amp; Services</i>
		<i>Differentiate</i>	<i>Improving P&amp;S</i>
	CURRENT	<b>Products/Services</b>	NEW
Word Cloud		Digital Footprint	

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Marketing Objectives			
<i>Objective #1</i>	<i>Initiatives</i>		<i>KPI's To Follow</i>
	Q1	Q3	
	Q2	Q4	
<i>Objective #2</i>	<i>Initiatives</i>		<i>KPI's To Follow</i>
	Q1	Q3	
	Q2	s	
<i>Objective #3</i>	<i>Initiatives</i>		<i>KPI's To Follow</i>
	Q1	Q3	
	Q2	Q4	
Marketing Investments			
<i>Planes (Awareness)</i>	<i>Tanks (Consideration)</i>	<i>People (Decision)</i>	<i>Tools (Support)</i>
Growth Clients			
<i>Current Clients</i>	<i>Strategy</i>	<i>Target Clients</i>	<i>Strategy</i>