

MARKETING STRATEGY

Checklist



ESSENTIAL MARKETING STRATEGY CHECKLIST TO
ALIGN YOUR MARKETING WITH BUSINESS GOALS

Introduction



Welcome to the Marketing Strategy Checklist

Creating a successful marketing strategy aligned with your business goals is critical for business growth, but it can feel overwhelming. That's why we've designed this easy-to-follow checklist to guide you through the critical steps needed to build a powerful, effective marketing strategy.

Whether you're a coach, entrepreneur, marketer or content creator, this checklist will help you focus on what matters—reaching the right audience, crafting compelling messaging, and delivering consistent results.

Use this checklist as an inspiration to refine your strategy, simplify and streamline your marketing efforts, make smart decisions aligned with your business goals, and drive real growth.

Katja

Marketing Strategy Checklist



1. Goals and Objectives

- Identify SMART business goals*
- Identify SMART marketing goals*
- Describe any previous marketing activities and initiatives and analyze their success rate. (Results Vs. KPIs)

**Use the SMART framework to define specific, measurable, achievable, relevant, and time-bound goals*



2. Segmentation and Targeting

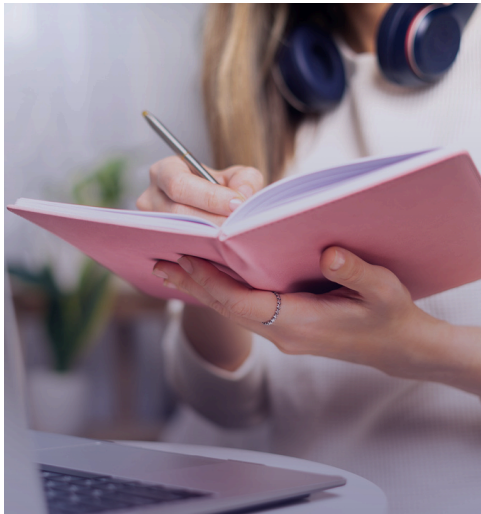
- Identify your ideal customer audience
- Choose your ideal customer persona
 - Determine customer needs and pain points.
 - Identify demographic, psychographic, and behavioral characteristics.
- Create buyer personas



3. Market and Competitor Analysis

- Identify main competitors.
- Summarize competitors' strengths and weaknesses.
- Evaluate competitors' marketing strategies.
- Analyze your business's strengths, weaknesses, opportunities, and threats using a SWOT analysis.

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4. Offering & Pricing

- Describe your product or service, including features and benefits and how your product or service is better than competitors' offerings.
- Describe your pricing model. Include if it is tiered or if you give discounts.
- Include competitive pricing, the perceived value of your product or service compared to the price, and how consumer trends may influence the price.



5. Unique Value Proposition (UVP)

- Define your brand's unique positioning and the value it delivers (the "why").
- List the key benefits of your offering that differentiates it from competitors.
- Craft a compelling UVP statement that resonates with your target audience and clearly communicates how your offering solves their challenges.



6. Sales Channels

- Describe where you will be selling your products (your sales channels) and who is selling through each sales process step.
- Describe the steps customers take through each stage of the buyer journey and understand their buying criteria (to define content to create for your marketing materials.)

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7. Marketing Message

- Define how your value (USP) is communicated and expressed across platforms (the how), showing your prospects that you understand their challenges and that your offering is the key to solving them.
- Create variations that speak directly to each of your personas



8. Promotion Strategy

- Describe how you will promote your products through:
 - SEO (Search Engine Optimization)
 - Social Media platforms
 - Email Marketing campaigns
 - Content Marketing, including blogs, videos, and social posts



9. Summary Marketing Mix

- Provide a summary of your Product, Price, Place (distribution), and Promotion to ensure alignment across all elements of your marketing strategy.
- Use this summary to review your marketing efforts' overall direction and consistency.

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10. Metrics and KPIs

Define the metrics and key performance indicators (KPIs) to help you understand how well your strategies are working:

- Organic Website & Social Media Traffic
- Conversion Rate / Qualified Leads
- Open rates emails

**Track performance using analytics tools like Google Analytics, Google Search Console, and social media insights.*



11. Marketing Budget

- Allocate your budget across your chosen channels and tactics.
- Consider starting small and scaling based on ROI.
- Include a contingency fund for unexpected expenses.



Want to
create
your
strategy
5X FASTER?

The **Marketing Strategy Workbook** is a perfect upgrade to the Marketing Strategy Checklist. It provides detailed guidance, examples, and fillable templates to help you implement your strategy.

For a limited time, you can get the complete workbook for just €17 (normally €47)!

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Upgrade to the workbook now and create a step-by-step marketing strategy tailored to your business!

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