



Company Name: _____

Date: _____

Strategic Foundations

STEP 1

Target Audience & Customer Personas

- Who They Are: _____
- What They Need: _____

STEP 2

Product/Service Offerings

- Core Offerings: _____
- Additional Offers: _____

STEP 3

Unique Selling Proposition (USP)

- What Makes You Different: _____
- Value Proposition: _____

Execution Plan

STEP 4

Ideal Customer Journey (Awareness/Consideration/Decision/Post-Purchase)

- A _____ C _____
- D _____ P _____

STEP 5

Customer Acquisition Channels

- Digital Marketing: _____
- Content Strategy: _____
- Traditional Advertising: _____
- Partnerships: _____

STEP 6

Marketing Goals & Objectives

- Key Objectives: (SMART) _____
- Short-Term Goals: (3-6 mos.) _____
- Long-Term Goals: (6-12 mos.) _____

Growth

STEP 7

Metrics & KPIs to Measure Success

- Digital Metrics: _____
- Sales Metrics: _____
- Customer Feedback: _____

STEP 8

Referral Program

- Incentives: _____
- Process: _____
- Tracking: _____