

MARKETING STRATEGY TEMPLATE

OBJECTIVE

What does success look like for your brand? Your objective is what you want to achieve as a business
E.g. To be the leading floristry provider in Victoria

GOALS

You should set multiple goals in order to reach your objective

E.g. Build brand awareness

E.g. Move into new markets

E.g. Generate new sales/leads

E.g. Improve lifetime value of existing customers

E.g. Keep brand front of mind for purchase

STRATEGIES

How will this goal contribute to the overall objective?

Grow presence within target audience

Improve consideration with new target audiences

Be proactive with multi-channel lead generation activity

Review ways to encourage repeat business

Implement a quarterly social media theme

TACTICS

Give yourself the best opportunity to reach your objective

For each goal, what tactics will you undertake?

- Outreach campaign to target audience
- Magazine advertisement
- Implement SEO friendly website copy writing

- Complete market research
- Identify a market need

- Create Google Ads (search)
- Review website order process

- Create Google Ads (display remarketing)
- Implement customer loyalty system

- Utilise a monthly social media content plan
- Sponsor content on various channels

MEASURES

Set the metrics

How will you measure the success of your actions?

- Maintain consistent brand presence in market
- Organic SEO ranking on page 1 by 2020

- Launch into 1 new market by 2020
- Grow 2 new product offerings by 2020

- 'X' number of sales through Google referral per month
- 5% reduction in cart abandonment rate by 2020

- 'X' number of sales through Google referral per month
- \$ 'X' sales from previous customers per month

- Average 10% increase in post engagement by 2020
- \$ 'X' sales through social media per month

MARKETING CONTENT PLANNER

Actions	Channel	Objective	Target Audience	Budget	Date
List actions from your strategy	Where is this action going to take place?	What is the overarching goal?	Who are you targeting specifically?	Set budget to control spend	What is the deadline?
Outreach campaign	Offline: Hand delivery	Brand awareness	Local area near store location(s)	\$	1 – 5 Oct
Magazine advertisement	Offline: State/industry/local magazine	Brand awareness	Relevant regions	\$	1 – 31 Oct
SEO implementation	Online: Website	Brand awareness	Local area near store location(s)	No direct cost	Set up 14 – 18 Oct (to be monitored monthly)
Create Google Ads	Online: Search	Lead generation	Potential new customers	\$ (minimum 6-month campaign)	Ongoing (to be monitored weekly)
Create Google Ads	Online: Display remarketing	Encourage repeat business	Previous customers	\$ (minimum 6-month campaign)	Ongoing (to be monitored weekly)
Implement customer loyalty system	Email and in-store	Encourage repeat business	Previous customers	No direct cost	Set up 21 – 25 Oct
Social media content (organic and sponsored)	Online: Facebook and Instagram	Keep brand front of mind for purchase	Local area near store location(s)	\$	Ongoing (to be monitored daily)

PIER recommends using a distinct social media content planner to manage channels, posts and spend

- For new businesses, PIER recommends investing 12-20% of your revenue
- Established businesses, between 6-12%

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MARKETING ACTIVITY PLANNER

Actions List actions from your strategy	Channel Where is this action going to take place?	Goal What is the overarching goal?	Target Audience Who are you targeting specifically?	Budget Set budget to control spend	Date What is the deadline/timeframe?