**MARKETING STRATEGY**

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| **Business Objective***How much money do you want to make?*  |
| **Potential Customers***List EVERYONE who could need or want your product* |
| **Target Customers***Who has the greatest potential? (demand/margin/ease of access)***1.****2.****3.** |

**MARKETING PLANNING**

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| **Action Planning** |
| **Target Audience:** *Take one of your targets*  |
| **Marketing Objective:***What does your marketing need to achieve? E.g. awareness/lead generation/ sales / repeat purchase* |
| **Marketing Tool Options:** |
| **Actions (what and when)** |