**MARKETING STRATEGY**

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| **MARKETING STRATEGY** |
| **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)** |