

# Marketing strategy

Fill out the template to kickstart your marketing efforts

## Define your company's value:

## Answer these questions:

- What's your competitive advantage?
- How do you make your customers' lives better?
- Why should people choose you over competitors?

## What's your target market:

## Describe these factors:

- Age
- Gender identity
- Financial status

## Describe your audience profile:

## Look for these:

- Family status
- Occupation
- Hobbies
- Interests
- Shopping habits
- Favorite social media platform
- Biggest pain points

## Set up measurable goals:

## Make sure they:

A) Can be measured in numbers (e.g., engagement rate (%), follower count, number of sales, average customer review score, etc.)

or

B) Can be clearly confirmed or denied (e.g., publication achieved (yes/no))