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Quarterly Marketing Strategy Worksheet

GOALS AND TARGETS

Business goals over the next 12 months

What are your business goals? Check these goals are SMART (Specific, Measurable, Attainable, Realistic, Timely)

Business goals over the next 3 months

What do you need to accomplish in the next three months in order to reach your 12 month goals?

What is the goal of your marketing campaign/s?

What do you hope this marketing campaign will achieve. Ensure that it is focused and specific.



DEFINE AND KNOW YOUR BRAND

What are your business strengths, weaknesses, opportunities and threats?

<p>Strengths: <i>(ie Your location, friendly manner, understanding and experience in the industry, size, combination of services)</i></p>	<p>Weaknesses: <i>(Lack of resources, don't offer a standard service)</i></p>
<p>Opportunities <i>What are the key trends in your industry at the moment? Is there new technology to consider? Any social changes? Do these translate into opportunities or threats?</i></p>	<p>Threats <i>What are the key trends in your industry at the moment? Is there new technology to consider? Any social changes? Do these translate into opportunities or threats?</i></p>

Who are your main competitors and what are their key strengths?

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YOUR PRODUCTS AND SERVICES

From a customer's perspective what are the key benefits of your products or service offering?

Why do they buy your product or service?

From a customer's perspective, what is your products/services' unique point of difference?

What distinguishes your products or services from your competitors?

TARGET AUDIENCE

Who currently buys your products and services?

Consider demographics (age, sex, location) & behaviours (interests, what's important to them, are they time poor, who influences their decisions, what habits do they share)

Who is the ideal person you would like to buy your products or services? Is there a difference?

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MARKETING BRAINSTORM

Currently how do you think your customers are finding out about your business?

ie referrals, Google, conferences

What marketing have you done in the past?

What do you think worked or didn't work? How have you measured this marketing? Are there some marketing activities you definitely want to include in this plan? Can you email through some examples of your past marketing material?

Is there any new marketing in particular that you would like to try?

Resources

What is your budget for your marketing this year? What resources do you have? What resource constraints?