**Marketing Strategy Worksheet - AliSchwanke.com**

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| --- | --- | --- | --- | --- |
| **Company Name:** |  |  | **industry:** |  |
|  |  |
| **Purpose:** |  |
|  |  |
| **Marketing & Brand Vision:** |  |
|  |  |
| **Purpose of marketing:** |  |
|  |  |
| **MARKETING PHILOSOPHY & Values:** |  |
|  |  |  |  |  |  |
| **overarching theme:** | Overarching theme of the brand here. |
|  | **Promise** | **Strategy** | **Story** | **Uniqueness** | **Experience** |
|  |  |  |  |  |  |
|  |  |
| **TARGET AUDIENCEs:** |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **goals:** |  |  |  |
| ***Strategies – Outline between 3-5 strategies to achieve goals*** |
| **STRATEGIES:****(ONE STRATEGY PER BOX)** |  |  |  |
| *Tactics – Outline as many tactics as necessary that support each strategy* |  |
| **Corresponding Tactics** |  |  |  |