**Marketing Strategy Worksheet - AliSchwanke.com**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Company Name:** |  | | | | |  | **industry:** | |  | |
|  |  | | | | | | | | | |
| **Purpose:** |  | | | | | | | | | |
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| **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** |  | | |  | | | | |  | |