

**10 Minute Marketing Strategy**

One of the most important, yet often overlooked areas for the small business owner is the development of a marketing strategy. Knowing why you’re doing a marketing activity is key. You can’t have tactics ‘the doing’ without strategy – or you end up feeling as though you are just treading water.

An effective marketing strategy can be done in as little as 10 minutes, on two pages (or less) and will act as a reference document to help you to execute your marketing plan. It answers 7 basic questions from what are you wanting to achieve, who are you talking to, what channels will you reach them on, how will you measure it etc.

Let’s get started.

**Business Vision**

Marketing strategies and activities need to be aligned with the overall business vision. What is your business vision? What are you wanting your business to be – or to become? Eg: We are the industry leader in providing fun, affordable, children’s entertainment.

*Enter your text here…*

**Strategy**

Summarise what your over-arching strategy is.

*Enter your text here…*

**Objectives**

Summarise the key marketing objectives for your business – what you hope to achieve in the next 12 months. Your objectives may be financial, with a goal to increase sales, marketing focused to build awareness of your product or service, or online to build engagement with online customers and business networks. Eg: Grow digital audience and reach.

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**Audience**

Who are your target markets? The people who will buy from you. Remember, this isn’t always your end-user, instead it is the decision maker. You usually want no more than 3 Target Markets – but the more you can narrow this down the better. Eg. Mums of kids aged 1-5 years old.

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**Marketing Channels**

What marketing channels will you be committing to? These may including: search, social organic, social paid, email, events, website, brochures etc.

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**Content Type**

What type of content will you provide to your target market? Entertaining? Educational? Informative? How-Tos? Helpful Downloads?

*Enter your text here…*

**Measures**

How will you consistently measure your success? Eg. Reach, site traffic, sales, audience growth

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