**[Company] MarketingStrategy**

This document outlines the overall marketing strategy of your company. This document acts as the starting point for creating an effective strategy.

## Outline Your Objectives

These will help you create a strategy that helps marketing contribute to the company meeting its overall goals.

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| **Business Objective:** |
| *- e.g. Bring in new clients* |

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| **Mission:**  |
| *- e.g. Reduce turnover in tech* |

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| **Marketing goals:** |
| *- e.g. Get 10% more enquiry forms through the website in the next quarter**Make sure your goals are SMART! Use the table at the bottom to craft your own SMART goals.*  |

## Specify Your Services

By outlining your services, including your USPs and the people they help, you can better understand what it is you’re selling. This results in better marketing, because your content will complement your company’s product offering.

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| **Solution:** |
| *- e.g. Recruitment and onboarding support* |

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| **USPs:** |
| *- e.g. Leadership coaching, post-hire support, and career development plans* |

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| **Audience:** |
| *- e.g. SME leaders in the tech industry*  |

## Clarify Your Communication

Getting your messaging right is one of the most fundamental aspects of marketing. Establishing the values that you want to share with your clients will help you attract the right people, while establishing a uniform tone of voice will help people recognise your brand, even on plain text posts.

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| **Message:** |
| *- e.g. Invest in your team early to reduce your churn rate* |

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| **Values:** |
| *- e.g. Authenticity, equality, communication* |

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| **Tone of Voice:** |
| *- e.g. Helpful, simple, professional language*  |

## Decide Your Details

Now it’s time to dive into the specifics of your marketing strategy. Figure out which platforms you need to publish on, what type of content will support your goals, and how much money you can spend creating it.

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| **Platforms:** |
| *- e.g. LinkedIn, website & email* |

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| **Content:** |
| *- e.g. Case studies, infographics, blogs, video testimonials, & podcasts* |

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| **Budget:** |
| *- e.g. £2,000 per month* |

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| **SMART goal builder:**  |
| Specific | *-* |
| Measurable | - |
| Attainable | - |
| Relevant | - |
| Timely | - |