

Strategic Marketing Guide

Analyze These

OBJECTIVES

What our marketing effort will make happen

- Must be clear, specific
- Must be measurable
- Include sales volume in \$, units for specific time periods

MARKET SITUATION

Size, trend and characteristics of market and segments

- Market sizes and shares
- Trends and why
- Who buys and why
- Customer profile and characteristics

COMPETITION

Major competitors and trends

- Competitive offers
- How sold (marketing, distribution)
- Quality levels
- Customer perception
- Points of difference

PRODUCTS & SERVICES

Major categories and trends

- Breadth and depth of assortments
- Customer needs
- Product features and benefits
- Points of difference

MARKETING

How products are marketed

- Major appeals
- Advertising
- PR/Direct/Web
- Channels of distribution
- Points of difference
- Promotion
- Packaging

Determine These

STRATEGIES

Overall marketing direction (battle plan)

- Pricing
- Quality Level
- Present versus new markets
- Present versus new products/services

TACTICS

Action steps: Who does what — and when—for how much

- Optimal organizational structure
- Channels of distribution to deploy
- Marketing communications