



MARKETING STRATEGY PLANNING GUIDE



ABSOLUTE
HOLDINGS GROUP



Marketing Strategy Planning

Your Audience

Who is your target/ideal customer? (age, gender, geography)

What **problem** do you solve for your target/ideal customer?

Your Competition

Who are your top 3 **competitors**?

What is your competitive advantage? (i.e. what differentiates **YOU** from your competitors?)

What are your competitors doing **better** than you (marketing, service, sales, relationship building, etc.) and how can you incorporate that into your offerings?

Sales and Metrics

What is your **offer** to first time customers?

What are you willing to **spend** to acquire a new customer? (i.e. what is the lifetime value of a customer)

How many new customers can you accommodate each month and **maintain** your service level/quality?

What is your sales **process**? (i.e. how do you nurture a potential customer into a new customer)

