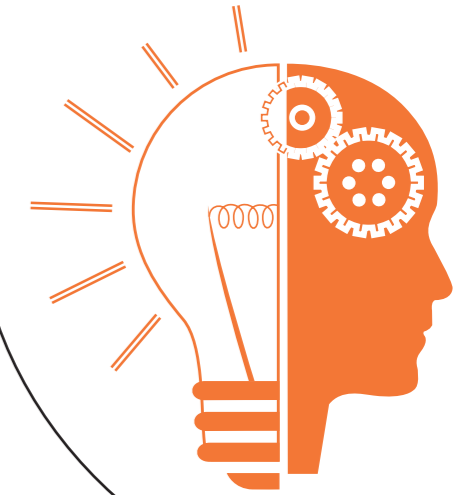


Marketing Strategy for .....

Date .....



**Define your offer:**  
Clearly outline what you are selling – must be easy to understand.

**Benefits:**  
What benefits will you provide to your target market?

**Strategy:**  
What is your strategic approach? Where will you sell? i.e. online sales and promotion including social media, through retail premises, traditional routes or multiple channels? What is your timeline, investment, ROI?

**Target market:**  
Who are your customers, where are they, how do they buy, when do they buy?

**Key messages:**  
If your customers could only remember three key things about you, what would they be?

**Routes to market:**  
How does your target market prefer to be reached? Where are they? How will they find you?

**Budget:**  
How much is your budget for your marketing strategy? Consider £ and other resources.

**Success/Failure:**  
When will you review your strategy?