**Marketing strategy template**

This marketing strategy template is quite detailed but you could use parts and ignore others. The main areas you need to make sure are covered are: What, Who to, When, How and Why.

Once you have completed your marketing strategy you would need to then develop a communications plan under it. Your marketing strategy should be referred to often, when producing marketing campaigns and should be updated annually.   
 **Executive summary**This section is about your project or organisation and what your unique selling point is.

**Introduction:** Who you are? Do you have a tag line? E.g. Supporting Manchester’s voluntary and community sector.

**Mission and vision:** Your mission statement and vision for the future – what will it change? What are your goals?

**Products and services:** Your products services and experience

**Competition analysis:** Breakdown of what’s out there. Research the competition and how you differ. Why are you different, what’s your unique selling point (USP)? Look at competitors pricing, product attributes, marketing and promotion strategies, distribution channels and methods and their products and services. What is your competitive advantage?

**SWOT**Include a SWOT analysis under your Executive Summary. Breakdown the following areas against your business/product:

Strengths

Weaknesses

Opportunities – growing markets, etc.

Threats

**Target market/audience**

Target market audience - General overview of who your audience are – e.g. residents of Manchester (we will break this down further later)

**Market segmentation:**

* Bullet points of how this actually breaks down, e.g. older people’s groups. These will then be added to the below table.

**Characteristics of audience:**Then we need to start trying to think about who these people are, what their characteristics may be – this is obviously very general but helps you to think about your audience and target them in a more effective way. This is a really important part of the marketing strategy, you should always be thinking of your audience when marketing.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Audience – who are they?** | **What are their passions/ interests?** | **What are their problems? What keeps them up at night?** | **What are their values?** | **What keeps them coming back for more? Why would they use us?** | **What are their needs?** | **How do my competitors advertise to and connect with them** |
| Older people – over 50’s |  |  |  |  |  |  |
| Young people |  |  |  |  |  |  |
| BME (Black and Minority Ethnic) communities |  |  |  |  |  |  |
| Press |  |  |  |  |  |  |

**Market strategy**How should you approach your different audiences, what do you have to offer:

|  |  |  |
| --- | --- | --- |
| **Audience** | **Their needs** | **Your tool/approach/offer** |
|  |  |  |
|  |  |  |
|  |  |  |

**Marketing objectives**

What are your defined goals? E.g.

* Target a new audience
* Get a number of people to attended an event
* Extend our network

**Marketing channels**

What processes do you use to sell your service? These would then form the basis of a Communication

* Direct – Newsletter and face to face and events
* Online presence – news, updates, events.
* Twitter.
* Audio news.
* Libraries, GP surgeries, carers – signpost.

**Who is involved in marketing in your organisation, what roles?**

Update June 2020