Business focus ↔ Customer focus

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| **1) OBJECTIVES**  Top 3 business objectives  e.g:  1. X% Ecommerce revenue growth of product Y and Z in 1 year  2. Grow customer renewal rate from current 50% to 90%  3. Brand awareness in North America | **4) WHERE ARE WE NOW?**  Brief SWOT analysis of current status in the context of challenges faced in meeting business objectives #1 | **5) CORE BRAND VALUE**  Compelling position statement describing your brand and the value it offers.  Should be customer centric, refer to #2. | **6) COMPETITION**  Top 3 competitors and their strengths and weaknesses.  Should be customer centric, refer to #2 and #3  e.g.: - SERPs for keywords  - Blog activity  - Social media engagement across important channels  - Customer service - Website UX  - Product strengths and weaknesses | **2) TARGET AUDIENCE**  Top 3 customer segments and customer personas per segments.  e.g:  Customer Segment  e.g (Product Photo software):  1. Hobbyist  2. Home office or Small business  3. Professional photographer |
| **9) KEY METRICS**  KPIs that measure the success of your marketing efforts  e.g.: - eCommerce revenues - Online Referrals - Membership Renewals |
| **8) MARKETING BUDGET**  - Content Marketing & SEO  - Paid Advertising  - Design  - Marketing Technology  - People  etc. | | **7) TIMELINE**  Brief outlines of your 1 week/1 month/3 month/6 month/1 year marketing campaigns. | | **3) CHANNELS**  Paths to customers. Refer to #2 to find out where customers live online.  e.g.: 1) Facebook  2) YouTube  3) Google |