Business focus ↔ Customer focus

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| **1) OBJECTIVES**Top 3 business objectivese.g: 1. X% Ecommerce revenue growth of product Y and Z in 1 year2. 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 #3e.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 Segmente.g (Product Photo software): 1. Hobbyist2. Home office or Small business3. Professional photographer |
| **9) KEY METRICS**KPIs that measure the success of your marketing effortse.g.:- eCommerce revenues- Online Referrals- Membership Renewals |
| **8) MARKETING BUDGET**- Content Marketing & SEO- Paid Advertising- Design- Marketing Technology- Peopleetc. | **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) Facebook2) YouTube3) Google |