

## Our Business

**BUSINESS GOALS** Where do we want the business to be in the next:

1 Year

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3 Years

**MEASURES OF SUCCESS** How will we know when we've achieved our goals? E.g. X Profit, X Customers, X Market Share

1 Year

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3 Years

### BRAND IDENTITY

**Who are we?**

What we do and why we exist

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**What do we stand for?**

Our values

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**What do we want to be known for?**

Our mission

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## Our Market

**OUR TOP 3 COMPETITORS**

1

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2

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3

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**HOW DO WE COMPETE**

What makes us better and more appealing to our audience/our point(s) of difference?

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# Our Customer

## HOW DO WE RECOGNISE OUR CUSTOMERS

What are the distinctive characteristics of our top 1-3 ideal customers?

Demographics, Psychographics, Lifestyle etc. E.g. Professionals, married with children, time poor, A-type personality, image conscious

Customer 1

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Customer 2

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Customer 3

## Psychology of our customers

### What are their problems?

What do they want to overcome?  
E.g. health issues, lack of time, existing unreliable product

### What do they want?

What are they looking for?  
E.g. fast results, quality products, specific features

### What do they really want?

What do they want at a deeper/subconscious level (their true drivers) E.g. confidence, more quality time with the family, more travel

### What do they value?

What do they need in order to be engaged and take action? E.g. certainty around service delivery, low prices, transparency

## Marketing Goals & Measures of Success (KPIs)

What will our areas of focus be this year to take us towards our business goals & how will we know when we've achieved them?

|                |     |
|----------------|-----|
| GOAL/<br>FOCUS | KPI |
| GOAL/<br>FOCUS | KPI |
| GOAL/<br>FOCUS | KPI |

# Buyer's Journey: Stage Specific Strategies



| STAGE   | STRATEGY   |
|---|--|
| <p><b>Unaware</b><br/>Prospect is in a state of ignorant bliss - they don't realise they are experiencing a problem or pain.</p>  | <p>Make them aware of the problem. E.g. podcasts, influencers.</p>   |
| <p><b>Problem Aware</b><br/>Prospect discovers a problem and becomes aware of their pain, but they don't know what to do about it. Conducts research to understand more about their problem &amp; pain.</p> | <p>Education of problem and impact on life if don't do anything about it. E.g. blogs, checklists, eBooks.</p>                                    |
| <p><b>Solution Aware</b><br/>Prospect has clearly identified their pain or opportunity and researches solutions.</p>  | <p>Education of solutions, methods and/or approaches. E.g. webinars, case studies, demonstrations.</p>   |
| <p><b>Evaluation</b><br/>Prospect has decided on the solution and is researching brands and vendors to deliver that solution, with the intent to purchase from the appropriate provider.</p>                | <p>Education of business/brand, and benefits of choosing you and your solution. E.g. trials, testimonials, comparisons.</p>                      |
| <p><b>Experience</b><br/>With great customer service, the customer can easily become loyal to the brand.</p>  | <p>Continuous value to make them feel special. E.g. post-purchase email automation, explainer videos for products, loyalty program.</p>          |
| <p><b>Advocacy</b><br/>Customer becomes an advocate of the brand/product/service and refers others.</p>   | <p>Opportunities and incentives to talk about brand/product, review and recommend. E.g. Testimonial program, referral program.</p>               |
| <p><b>Re-Purchase</b><br/>With a great continued experience, customer may become interested in repurchasing goods/services.</p>   | <p>Continuous touchpoints &amp; value with opportunities to upgrade, add products. E.g. personalised email automations, Facebook retargeting</p> |

