

# Marketing Strategy Template.

<b>OBJECTIVE</b>	<b>What does success look like for your brand? Your objective is what you want to achieve as a business</b> E.g. To be the leading floristry provider in Victoria				
<b>GOALS</b> <i>You should set multiple goals in order to reach your objective.</i>	<i>Example:</i> Build brand awareness	<i>Example:</i> Move into new markets	<i>Example:</i> Generate new sales/leads	<i>Example:</i> Improve lifetime value of existing customers	<i>Example:</i> Keep brand front of mind for purchase
<b>STRATEGIES</b> <i>How will this goal contribute to the overall objective?</i>	Grow presence within target audience	Improve consideration with new target audiences	Be proactive with multi-channel lead generation activity	Review ways to encourage repeat business	Implement a quarterly social media theme
<b>TACTICS</b> <i>Give yourself the best opportunity to reach your objective. For each goal, what tactics will you undertake?</i>	<ul style="list-style-type: none"> <li>• Outreach campaign to target audience</li> <li>• Magazine advertisement</li> <li>• Implement SEO friendly website copy writing</li> </ul>	<ul style="list-style-type: none"> <li>• Complete market research</li> <li>• Identify a market need</li> </ul>	<ul style="list-style-type: none"> <li>• Create Google Ads (search)</li> <li>• Review website order process</li> </ul>	<ul style="list-style-type: none"> <li>• Create Google Ads (display remarketing)</li> <li>• Implement customer loyalty system</li> </ul>	<ul style="list-style-type: none"> <li>• Utilise a monthly social media content plan</li> <li>• Sponsor content on various channels</li> </ul>
<b>MEASURES</b> <i>Set the metrics. How will you measure the success of your actions?</i>	<ul style="list-style-type: none"> <li>• Maintain consistent brand presence in market</li> <li>• Organic SEO ranking on page 1 by 2027</li> </ul>	<ul style="list-style-type: none"> <li>• Launch into 1 new market by 2027</li> <li>• Grow 2 new product offerings by 2027</li> </ul>	<ul style="list-style-type: none"> <li>• 'X' number of sales through Google referral per month</li> <li>• 5% reduction in cart abandonment rate by 2027</li> </ul>	<ul style="list-style-type: none"> <li>• 'X' number of sales through Google referral per month</li> <li>• \$ 'X' sales from previous customers per month</li> </ul>	<ul style="list-style-type: none"> <li>• Average 10% increase in post engagement by 2027</li> <li>• \$ 'X' sales through social media per month</li> </ul>

# Marketing Content Planner.

**PIER.**

<b>ACTIONS</b> <i>List actions from your strategy.</i>	<b>CHANNEL</b> <i>Where is this action going to take place?</i>	<b>OBJECTIVE</b> <i>What is the overarching goal?</i>	<b>TARGET AUDIENCE</b> <i>Who are you targeting specifically?</i>	<b>BUDGET</b> <i>Set budget to control spend.</i>	<b>DATE</b> <i>What is the deadline?</i>
Outreach campaign	Offline: Hand delivery	Brand awareness	Local area near store location(s)	\$	1 – 5 Oct
Magazine advertisement	Offline: State/industry/local magazine	Brand awareness	Relevant regions	\$	1 – 31 Oct
SEO implementation	Online: Website	Brand awareness	Local area near store location(s)	No direct cost	Set up 14 – 18 Oct (to be monitored monthly)
Create Google Ads	Online: Search	Lead generation	Potential new customers	\$ (minimum 6-month campaign)	Ongoing (to be monitored weekly)
Create Google Ads	Online: Display remarketing	Encourage repeat business	Previous customers	\$ (minimum 6-month campaign)	Ongoing (to be monitored weekly)
Implement customer loyalty system	Email and in-store	Encourage repeat business	Previous customers	No direct cost	Set up 21 – 25 Oct
Social media content (organic and sponsored)	Online: Facebook and Instagram	Keep brand front of mind for purchase	Local area near store location(s)	\$	Ongoing (to be monitored daily)

PIER recommends using a distinct social media content planner to manage channels, posts and spend.

- For new businesses, PIER recommends investing 12-20% of your revenue
- Established businesses, between 6-12%

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