

Strategic Marketing Outline



Use the below prompts to establish strategic marketing methods for your business



CUSTOMER FEEDBACK

How is customer input gathered and used to improve the company and its offering(s)?



EVENTS

What kinds of events are your company hosting and attending in the next year?



SOCIAL MEDIA

In which online communities should your company have a consistent presence?



ADVERTISEMENTS & PAID MESSAGING

How much is the company's ad budget? How does advertising support unbought promo?



BRANDING

How are the company's messaging, packaging, colors and logos curated to influence sales?



SITES, SALES PAGES, AND SEARCH ENGINE OPTIMIZATION (SEO)

How does your website design and keywords maximize search engine traffic?



EMAIL CAMPAIGNS

How does the company use email campaigns to promote and influence web traffic?
