FREE TEMPLATE

TEMPLATE + WORKED EXAMPLE · ONE PAGE, EIGHT BOXES

MARKETING STRATEGY ON A PAGE

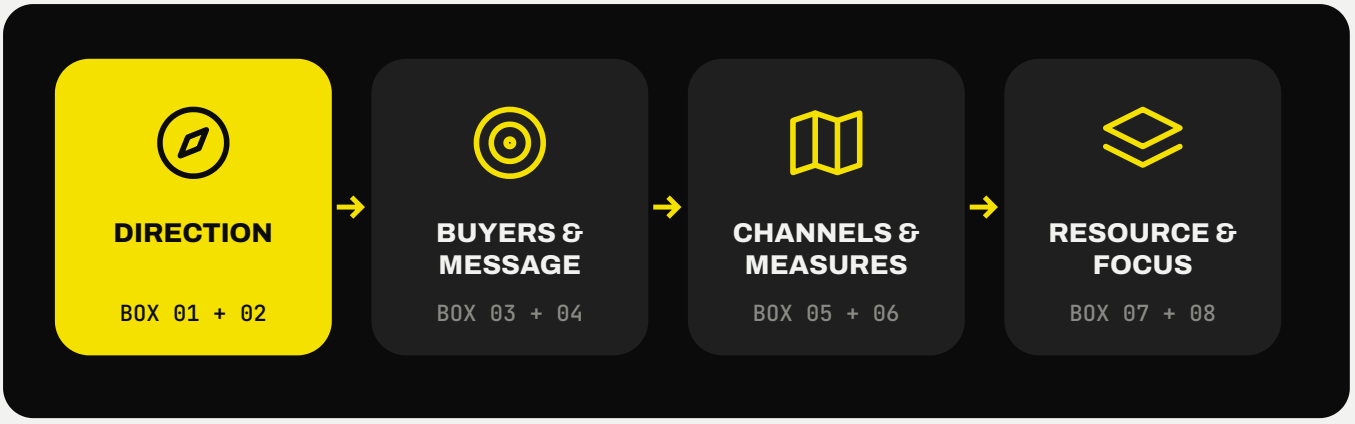
The one-page template we use to get leadership teams aligned on goals, buyers, message, channels and budget, before anyone spends a pound.



HOW IT WORKS

ONE PAGE. EIGHT BOXES. ONE DIRECTION.

Fill it in together as a leadership team. Four themes, two boxes each, in this order.



Who
The leadership team, in one room.

How
Write the short version first. Agree it, then refine.

You'll leave with
One agreed page and a 90-day plan.

WORKED EXAMPLE THROUGHOUT

A regional B2B services firm. Illustrative example: figures are for demonstration only.

THE EIGHT BOXES

01 **Ambition**

02 **Where we are now**

03 **Who we serve**

04 **What we say**

05 **Where we show up**

06 **What we'll measure**

07 **Budget & resource**

08 **90-day priorities**

SECTION A · BOXES 01-02

DIRECTION

Agree the destination before the route.



BOX 01

AMBITION

Where do we want to be in 12 months?

REVENUE | MARGIN | MIX OF WORK

EXAMPLE

Grow from mostly referral work to a predictable flow of new contracts, with 25% of revenue from new clients.

OURS

BOX 02

WHERE WE ARE NOW

An honest baseline of today.

LEADS / MONTH | WIN RATE | AVERAGE DEAL | WHERE WORK COMES FROM

EXAMPLE

~6 qualified enquiries a month, 1 in 4 won, 70% via referral. No tracking on the website.

OURS

SECTION B · BOXES 03–04

BUYERS & MESSAGE

Know who you're for, and what you say to them.



BOX 03

WHO WE SERVE

The two or three customer types that matter most, and who decides.

CUSTOMER TYPES | DECISION-MAKER

EXAMPLE

Facilities and operations directors at multi-site manufacturers and logistics firms across the South East.

OURS

BOX 04

WHAT WE SAY

The one problem we solve better than anyone, and the proof.

THE PROBLEM | THE PROOF

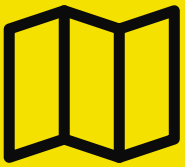
EXAMPLE

"Planned maintenance that cuts unplanned downtime", backed by three named case studies with uptime figures.

OURS

SECTION C · BOXES 05–06

CHANNELS & MEASURES



Show up where buyers are. Track what matters.

BOX 05

WHERE WE SHOW UP

The few channels our buyers actually use.

SEARCH | LINKEDIN | REFERRALS | EVENTS | EMAIL

EXAMPLE

Service pages built for search, LinkedIn from the MD, two trade events, quarterly email to past clients.

OURS

BOX 06

WHAT WE'LL MEASURE

Three to five numbers leadership reviews monthly.

3–5 NUMBERS | MONTHLY

EXAMPLE

Qualified enquiries, cost per enquiry, proposal-to-win rate, average contract value, time to first reply.

OURS

SECTION D · BOXES 07–08

RESOURCE & FOCUS

Back it with owners, budget and three priorities.

BOX 07

BUDGET & RESOURCE

Spend, people and partners. Who owns each part?

SPEND · PEOPLE · PARTNERS · OWNERS

EXAMPLE

Fixed monthly marketing budget; MD owns message, ops manager owns follow-up, partner handles execution.

OURS

BOX 08

90-DAY PRIORITIES

The three things we'll finish this quarter, not start.

THREE ONLY · FINISH THEM

EXAMPLE

1. Relaunch website with case studies. 2. CRM with five-minute lead alerts. 3. Monthly LinkedIn + email rhythm.

OURS

YOUR PAGE

PUT IT ON ONE PAGE

Copy your agreed answers here. This is the page you pin up and review every month.

01
Ambition

02
Where we are now

03
Who we serve

04
What we say

05
Where we show up

06
What we'll measure

07
Budget & resource

08
90-day priorities

FROM PAGE TO PLAN

TURN BOX 08 INTO A 90-DAY PLAN

A strategy only matters if it changes what happens on Monday.

PRIORITY 1

OWNER

DONE LOOKS LIKE

WK 1–4	WK 5–8	WK 9–12

PRIORITY 2

OWNER

DONE LOOKS LIKE

WK 1–4	WK 5–8	WK 9–12

PRIORITY 3

OWNER

DONE LOOKS LIKE

WK 1–4	WK 5–8	WK 9–12

Finish, don't start

Three done beats ten in progress. If something new comes in, something comes off.

Review monthly

30 minutes, same day each month. Box 06 numbers first, then box 08.

Refresh quarterly

Re-score boxes 02 and 06, set the next three priorities. Revisit 01–04 once a year.

NEXT STEP

WANT A SECOND PAIR OF EYES?

Bring your page to a free call. We'll pressure-test it with you, tell you what we'd tackle first, and be straight about whether we can help.

BOOK A FREE 30-MIN CALL
wearenv.co.uk/contact

EMAIL US
info@wearenv.co.uk

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