

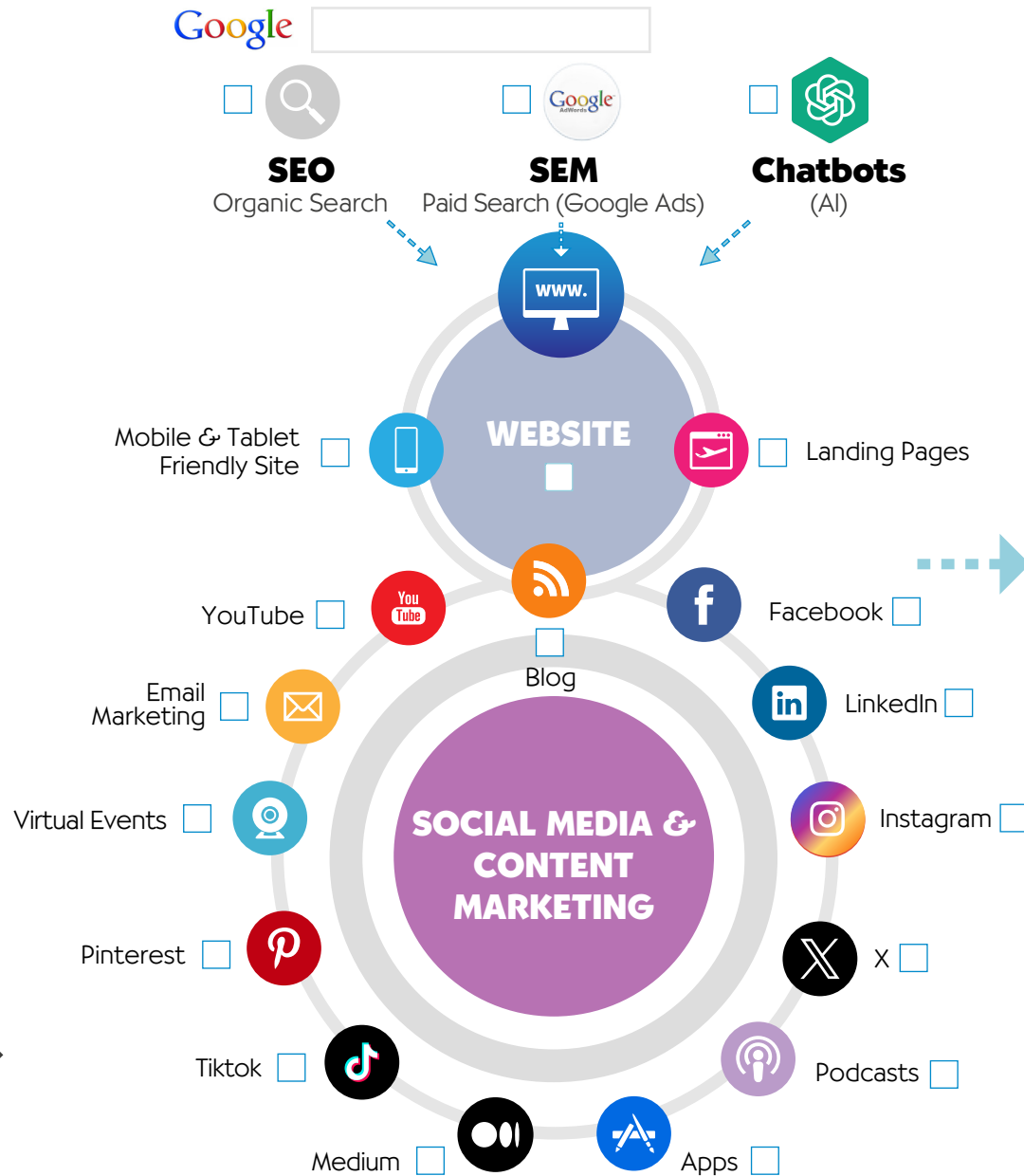


Marketing Strategy

Downloaded
And Printed
Over A
Million Times

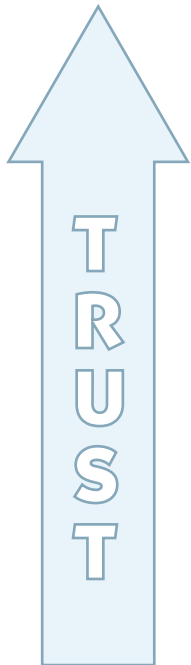
Back Links & PR

- Influencers →
- News & Press →
- Podcast Interviews →
- Joint Ventures (JVs) →
- Newsjacking →
- Sponsorships →
- Guest Blogs →
- Roundup Posts →
- Testimonials →
- Blogs →
- Sponsored Posts →
- Infographics →
- Events →
- Reddit →
- Quora →
- Wikipedia →
- Photos and Images →
- Books →
- _____ →



Outcomes

- PURCHASE**
 - Buy
 - Upsell
 - Paid Subscription
 - Online Training Program
- ENQUIRE**
 - Contact Us
 - Phone
 - Book a Call
 - Email Us
- CONNECT**
 - Subscribe to Email Newsletter
 - Marketing Funnel / Email Autoresponder
 - Virtual Events or Workshops
 - Social Media or Messenger Bots
- FREE DOWNLOAD**
 - Unique Content
 - Lead Magnet
 - Valuable Giveaway
 - Templates
 - E-books





Marketing Strategy Planning Template

COMPANY: _____

PRODUCT/SERVICE: _____

WHO	Buyer Persona	1:	2:
	Description Who is this person?		
WHAT	Problems you solve for this buyer? Why are they buying from you?		
	Actions you'd like them to take: Purchase		
	Enquire		
	Connect		
	Free download (Lead magnet)		
WHY	How are you remarkable?		
	Proof Guarantees, testimonials, press etc.		
WHERE	Where are they? Google, blogs, Facebook, X, Instagram, Chatbots etc.		
	Who do they trust?		
HOW	Content is King (Strategy) What will you publish?		
	Words and phrases buyers type into Google and Chatbots		
	Marketing is Queen (Tactics) Blog, X, YouTube, email, newsletter, e-books, Facebook, Instagram, podcasts etc.		
WHEN	Things to do this week:	SCORECARD	No. of Purchases:
	... this month:		No. of Enquiries:
	... this quarter:		No. of Connections:
	... this year:		No. of Downloads:

GOAL RESULT