**Marketing Strategy Form**

**Personal/Company Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Contact Person:** |  | **Email / Phone:** |  |
| **Date:** |  |  |  |

**1. Business Overview**

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Objective:** |  | **Target Market:** |  |
| **Unique Selling Proposition (USP):** | |  | |

**2. Marketing Goals**

| **Goal Description** | **Timeline** | **KPI/Metric** | **Target Value** | **Responsible Person** |
| --- | --- | --- | --- | --- |
| Increase brand awareness | 6 months | Website traffic | 20% growth | Marketing Manager |
| Boost sales of Product A | 3 months | Units sold | 500 units | Sales Team Lead |
| Grow email subscribers | 12 months | Email list size | +5,000 | Digital Marketer |

**3. Marketing Channels**

| **Channel** | **Strategy/Plan** | **Budget ($)** | **Expected ROI ($)** | **Notes** |
| --- | --- | --- | --- | --- |
| Social Media Ads | Paid campaigns on Facebook/Instagram | 2,000 | 5,000 | Target young adults |
| Email Marketing | Monthly newsletters | 500 | 1,500 | Include promos |
| Content Marketing (Blog) | Weekly blog posts + SEO | 800 | 2,000 | Industry insights |

**Formula Example (Excel):**

* **ROI %** = (Expected ROI - Budget) / Budget \* 100

**4. Competitor Analysis**

| **Competitor Name** | **Strengths** | **Weaknesses** | **Strategy to Compete** |
| --- | --- | --- | --- |
| Competitor A | Strong social presence | Weak email engagement | Focus on email campaigns |
| Competitor B | Wide product range | High pricing | Compete with better pricing |

**5. Budget Summary**

| **Category** | **Planned Budget ($)** | **Actual Spending ($)** | **Variance ($)** |
| --- | --- | --- | --- |
| Advertising | 3,000 | 2,800 |  |
| Content Creation | 1,200 | 1,100 |  |
| Events & Sponsorships | 2,500 | 2,700 |  |
| **Total** | **6,700** | **6,600** |  |

**6. Review & Approval**

* **Prepared By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Approved By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Date of Approval:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_