

AUGUST 2021



A Workbook
designed for you to
get some clarity on
your business plan

Marketing Strategy *Workbook*

Marketing Funnel

Awareness and Getting Discovered

Goal Outcome

Steps to Take

Build Trust and Interest

Goal Outcome

Steps to Take

Taking Action

Goal Outcome

Steps to Take

Nurture Customers

Goal Outcome

Steps to Take

Marketing Tactics

Channel

Topic

Tone

Casual

Professional

Desired Actions

Channel

Topic

Tone

Casual

Professional

Desired Actions

Marketing Tactics

Monthly Cost

Go to Market Strategy

Your GTM plan includes *Who* (your target audience), *What* (your products or services), *Why* (your brand proposition), *Where* (your target markets), *How* (your marketing strategy) and finally *When* (timeline and key milestones).



Notes

Buying Cycle

Buying Cycle	What your customers seek	Triggers to push to the next stage
<p>Aware <i>(Customer becomes aware of their needs)</i></p> <p>Search <i>(Customer searches for potential solutions)</i></p> <p>Evaluate <i>(Customer evaluates the different options)</i></p> <p>Decide <i>(Customer decides on a solution)</i></p> <p>Evangelize <i>(Customer becomes an active user of the product/service)</i></p>		