



Marketing Strategy Builder

Company Name:

Analyze the Market

1 Identify target customers through Buyer Personas

Persona Name

Age, gender, location, income, etc.

What are the pain points this buyer faces?

How does this buyer research for items similar to your product or service?

What steps does that buyer take before making a purchase?

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2 Analyze Main Competitors

Competitor I:

Strength:

Weakness:

Competitor II:

Strength:

Weakness:

3 Perform a SWOT Analysis

1. Strengths

3. Opportunities

2. Weaknesses

4. Threats

Define Goals

4 Business Goals

1. Why do you do what you do?

2. What are your products and/or services?

3. How do you bring value to your potential client?



Marketing Goals

Set SMART marketing goals that align with overall business objectives.

Example: Increase 20% in contact forms/calls in from our marketing efforts within 6 months.

- S** Specific
- M** Measurable
- A** Achievable
- R** Relevant
- T** Time-bound

Write your SMART Goal here:



Develop Your Brand

Describe your brand voice and personality.



What are Visual Brand Elements?

Logos
Fonts
Color Palettes
Other Graphics



Marketing Budget & Channel Selection

Marketing Budget

When setting your marketing budget consider:

- A percentage of sales (5-10%)
- Allocate funds for marketing activities
- Set budget at what you can afford.

Assets to Create



Graphic Design



Photo & Video



Website Design



Content Writing

Marketing Channels

- Search Engine Optimization
- Google Advertising
- Social Media Advertising
- Audio Advertising
- Email & SMS Marketing
- Video Advertising
- Print Advertising
- Sponsorships
- Events

Track & Analyze

Select and monitor **Indicators (KPIs)** to measure marketing performance and track progress.

Optimize Marketing

- Marketing calendar to follow.
- To be able to complete any marketing or design task thrown our way.

At Dot Marketing and Design, we want to be your trusted partner in navigating the ever-evolving world of marketing with results-driven marketing strategies.

We pride ourselves on our client-centric approach, transparent communication, and dedication to delivering measurable results.



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