

# Your Essential Marketing Strategy Snapshot

Think of this document as your executive playbook—a concise summary of the pivotal decisions you've made in your Essential Marketing Tasks Workbook and from completing your Essential Marketing Strategy Checklist. This snapshot is your go-to guide for rolling out your marketing strategy, providing a streamlined overview that's perfect for quick 'cheat sheet' – or even for team briefings. As you pivot, adapt, or scale your business, this snapshot will serve as a dynamic reference point for keeping your marketing initiatives on track.

## Target Audience Identification

### Ideal Customer Profile

## Competitor Analysis

Competitor	Strengths	Weaknesses	Strategies

## Unique Value Proposition (UVP)

### Final UVP Statement

**UVP Template:**

[Product/Service] helps [Target Audience] achieve [Benefit] by [Unique Feature].

## Marketing Channels Evaluation

### Primary Marketing Channels

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

## Social Media Marketing Strategy

### Social Media Goals

	Goal	Measurable objective
1.		
2.		
3.		
4.		
5.		

### Chosen Platforms

1.	
2.	
3.	



## Email Marketing Strategy

### Lead Magnet

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### Key Metrics to Track


### List-Building Strategy

<b>Lead Magnet Placement</b>	<b>CTA</b>	<b>Implementation Date</b>

## SEO Strategy

### Final Keywords


### SEO Metrics to Track


## SEO Strategy

<b>On-Page SEO Tactics</b>	<b>Implementation Date</b>

<b>Off-Page SEO Tactics</b>	<b>Implementation Date</b>

## Content Marketing Strategy

### Content Types


### Metrics to Track




## Marketing Budget

### Budget Summary

Marketing Channel	Budget Allocated	Metrics to Track

## Marketing Strategy Review and Adjustment

### Performance Indicators

Metrics to Review	Review Date

**Performance Review**

<b>Channel</b>	<b>Metric</b>	<b>Result</b>



## Next Steps

You've made key decisions in every area of your marketing strategy. Now, it's time for action. Use this summary as your go-to guide for implementation. Review and update it as you go along to keep your marketing agile and effective.