

STRATEGY Global Business Development



Fast-Tracking Your Success

PLAN | PROMOTE | PROFIT

Checklist: Marketing Strategy Prep

- Demand & Market Analysis, Pricing, Positioning
 - ✓ Needs, Gaps, Trends, Comparative Solutions
 - ✓ Viable Pricing for Profit
 - ✓ Considering the Competitive Landscape
 - Direct (Top 3) & Indirect Competition (Top 3)
 - ✓ Segments, Demographics, Target Prioritization
- Leverage & Consistently Integrate **Brand Identity**
 - ✓ Brand Identity: Foundation for Conversion
- Positioning Against the Competition
- Goals & Objectives
 - ✓ Customers, Revenue, Community
 - ✓ Market Share
- Timing, Urgency & Rationale
- Decision-Maker & Buyer (+Influencer) Behavior
- Situation Analysis
- Budget & Resources
- Strategic Target Market Education
- Strategic Promotional Awareness & Reach
- Strategic Engagement & Conversion
- Referrals & Incentives
- Tactical Campaigns & Channel Considerations
 - ✓ Systems, Processes, Automation, Replication
 - ✓ Inbound, Outbound, PR, SMM, SEM, Ads, etc.
- Prospective Measurement & Review
- Contingencies



Catapult Profitability with Proven Expertise:

T Buckman, MBA
US Based, International Reach



Executive Consultant: Specialized Generalist
Australia, Europe, GCC, Indonesia, Japan, Peru, Singapore



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Time is the one resource we cannot manufacture or reproduce.