



What's Your Marketing Strategy?

8 Questions to Ask Before Building An Effective Marketing Strategy

1. What Does Your Business Do?

Can you explain your product or service offering in 1 compelling sentence?

2. Why Does Your Business Exist?

What problem(s) do you solve for your customer?

3. Define Your Target Customer:

Yes, it would be great if everyone was your customer. Unfortunately, everyone is not your customer - and if you think they are, you're going to waste a lot of money marketing to the wrong people.

Demographics

Age: _____

Gender: _____

Education: _____

Income: _____

Marital Status: _____

Psychographics

Interests/Hobbies:

What do they care about?

What do they aspire to be or have?

What problem do they have that you solve?

Geographic:

Where do they live? _____

Who is NOT Your Customer?

Sometimes, it's helpful to identify attributes that are NOT your target audience or persona.

Behavioral:

What do you know about how they make purchasing decisions? _____

4. What is Your Direct Call to Action (CTA)?

How do you call your customer to action? What do you want them to do?

5. What is Your Transitional CTA

Your transitional CTA comes after the direct CTA and offers people a less risky path to doing business with you - it allows you to deepen the connection with your audience without requiring too much of them.

6. Do You Know What Your Customer Acquisition Cost Is?

How much money does it take you to acquire a customer?

Psychographics

How much money did you spend in marketing over the past 12 months: _____

How many customers did you acquire during that period? ÷ _____

(visual: top number divided by the second number)

CAC = _____



7. Who Are Your Top 3 Competitors?

The marketplace is always changing, do you know who your competitors are?

Competitor 1: _____

Competitor 2: _____

Competitor 3: _____

8. Define 3 Key Differentiators

Why should someone choose your business over the competition? What sets you apart?



Ready to take the next step?

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Simply put, we give you a **clear path forward**.
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