

# Task Outline | Marketing Strategy

## Purpose

Outline the strategy that you will take to connect with your target customers.

## Template

Teams are asked to respond under these six headings in report form;

- Target Customers  
Clearly outline the demographic, geographic and behavioural factors of the groups of target customers. If possible, calculate the size of these groups.
- Customer Motivation  
Discuss the benefit or motivation of why these groups will be your customer.
- Product (or Service)  
What you are selling to the customer?  
What benefit does the customer get?  
What does this benefit mean to the customer?  
What value do they get from this?
- Price  
How have you set the price?  
Can the customer afford the price?  
How does this compare to similar products / services?  
Does the customer consider this good value, and why?
- Place  
Where can someone find what you are selling?  
Explain how easy the purchase process is.  
How do people know where it is?  
Why have you chosen this place?
- Promotion  
For each medium you will use (newspaper, radio, social media, website, etc.);  
    Why have you chosen to promote the business through that medium?  
    Which target audience will you be focusing upon through this medium?  
How will your customers communicate with you?

## Requirements

Teams should upload the final document (as a PDF preferably) through the Resources website.