

# Marketing Strategy (Written) Outline

This is a guide to help you complete the Marketing Strategy task. Either upload a photo of this or else type out the sections digitally and upload through the Student Resources page.

## Target Customers

Clearly outline the demographic, geographic and behavioural factors of the groups of target customers. If possible, calculate the size of these groups.

## Product

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?

## 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?

## 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?

## 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?