

# Develop Your Marketing Approach

## Marketing Planner

### What can it help with?

Inspired by the 'Marketing Mix' This tool helps you identify how you will sell your products and services and the ways in which you'd like your customers to experience and form opinions about your offer and your business.

### How do I use it?

Start by thinking about what makes your offer special and the reasons that a customer would be drawn to your offer, then work through the steps to get a clearer picture of your strategy.

### Who's it for?



We think most things work best in a group, but you can do it individually too.



Sometimes it's interesting for everyone in the group to work alone then come together to compare and combine ideas.

### How long will it take?



60 - 90 Minutes

### How hard is it?

Intermediate

### What goes well with it?

- Empathy Map
- Business Model Canvas
- Value Proposition Matchmaker
- Plus, we'd always recommend you try the Assumption Dump before starting any project 😊

# Marketing Planner

## 01 WHY CHOOSE YOU

What's your value proposition, how does it respond to your customers needs and what makes it unique?

## 02 WHERE

Where will customers buy or interact with your offer and how will it get there?

## 03 PRICE

What price are you charging and how does this compare to your competitors? You might want to consider how your price aligns to your strategy and how you want to be perceived.

## 04 ENVIRONMENT

What kind of impression does your environment give (this could be your workplace or the physical or digital place people interact with you), do they reflect your values?

## 05 PROCESSES

What systems do you need and how do they relate to meeting your customers needs?

## 06 PEOPLE

Who makes up your team and how are they involved in what you do? You might want to think about whether they reflect your brand values and have the skills and training to make the impression you want.

## 07 COMMUNICATION

How will you build awareness of your offer and is it effective both in terms of gaining customers and communicating your brand message.