

## **Marketing Foundations Exercise**

**“Who are YOU? - selling WHAT to WHO and HOW do you do it?”**

**Brand positioning (YOU)** - Setting your business and brand up for storytelling

- What’s your story? Why did you get started?
- What are your core offerings?
- What makes you different?
- How do you make the world better/what solution do you provide?
- What’s your client’s pain and what’s the solution you offer to fix that pain?

**(WHAT) is your product or service offering?**

- Product or Service - SWOT analysis
- How is your product or service different?
- Why is it better?
- Who are your direct and indirect competitors?
- What’s your unique selling proposition (USP) in one strong sentence?

## **Target Audience (WHO)**

- Who is your ideal customer?
  - (Name them, describe them, picture them)
  - Interests, hobbies - what do they do on the weekends? Books, podcasts, media consumption?
  - What are they experiencing/feeling before AND after they interact with your business?
  - What's their ROI and benefits of your product/service?

## **Distribution (HOW)**

How will you reach your ideal customer where they are, speaking to their needs/pains?

- What is your Monthly Budget for Marketing?
- What Online Resources will be required/essential?
  - Website
  - Newsletter
  - Blog
  - Pay-per-click advertising
  - Email campaigns
  - Social media
    - Facebook
    - Instagram
    - LinkedIn
    - YouTube
- What Physical Resources and In Person efforts will be productive?
  - Printed materials
  - Events
  - Networking
  - Sponsorships
  - Cards, catalogues, swag
- Other:
  - TV, Press Releases
  - Partnerships and Partner Sales Programs
  - Internal and External Referrals