

Brand: _____

Date: _____

VISUAL MARKETING STRATEGY TEMPLATE

Vision/Mission

Business Objectives

Back Story

Product/Service

Industry Overview

What is **their** unmet need?

Target Market

How will **they** experience this message?

Who needs it the most?

Advertising

Public Relations

Key Competitors

Why should **they** pick you?

Distribution Channels

Digital Marketing

Social Media

Where do **they** want it?

Direct Response

Sales Promotion

Pricing Strategy

What will **they** pay for it?

Main Message

Personal Sales

Customer Relationship Mgmt

How do you describe this to **them** in one sentence?

Ensure all marketing communication is integrated in message, tone and look (IMC)

Time Table

Budget