

Simple Brand Marketing Plan - 2022

WHY What is your purpose? How does your product meet your customer's needs?	
WHO Who is your ideal customer?	
DIFFERENCE How and why are you better?	
STORY & POSITIONING What is the story you want customers to believe about the value you create?	
DISTRIBUTION How will you reach people and get your services into their hands?	
PLATFORMS / CHANNELS Where will you tell your story? Where are customers looking for your product?	
PROMOTION STRATEGY How will you tell your story?	

CONVERSION STRATEGY How will you deepen relationships with prospective customers?	
GROWTH STRATEGY What is the plan for attracting new customers?	
REFERRAL STRATEGY What is the story you give to people to tell?	
STRATEGY FOR INCREASING TRANSACTION VALUE How you delight your customers	
RETENTION STRATEGY How will you keep new customers coming back?	