

Marketing Strategy Template

Customer challenges/context

- What is top-of-mind for the customer?
- What is really urgent to be addressed, in the context of the problem that your product/service solves?
- This is where you will expand on the business problem and show that you have a really clear understanding of your customer and their needs.

Value proposition

- Clear statement of real customer value that your product/service provides.
- Value is *not* product features and benefits!

Competitive analysis

- Who else sells something similar to your product/service?
- Who sells something different that solves the same problem you solve?
- If you don't have any competitors, then you probably don't have a marketable product or service!

Differentiators

- How is this product/offering unique/different from the competition?

Go-to-market approach -- high-level only

- Do you charge/make money?
- Who do you charge?
- How will you get the word out?
- How will you deliver your product/service?
- Any special considerations to bootstrap the business?