

STRATEGY SHORES

A good strategy has to embrace what you do well and recognize where you need help. Both the market and your brand will ebb and flow. Embracing these changes is important, and understanding life cycles of campaigns and how strategy is an ever-changing element of marketing is essential.



ASK YOURSELF:

Have you **changed** how you market based on how the tides have changed in the **last 2 years**?

What is your audience's **decision-making journey**? Do you have it mapped out?



Strategy

LINE ANALYSIS

If you had only **5 words**, how would you describe what makes your team the best choice for potential clients?

1 _____

2 _____

3 _____

4 _____

5 _____

If you got a 10% boost in your budget next year, where would you **spend it**?
If you lost 10%, what would you **cut**?

Fill out the LINE analysis below. Use your answers to help guide your marketing strategy. Revisit this a year later to see the progress you've made.

Date filled out:

Month Day Year

LEARNED LANGUAGE

How do we want to be described?

NEEDS

What do we need this strategy to solve for us?

ISSUES

What are the biggest issues facing us as a team?

EXPECTATIONS

What are the key performance indicators for success?

