

MARKETING STRATEGY COMPLETE SENTENCE

among

STRATEGY

what existing company strategy supports the idea,
making it worth pursuing?

AUDIENCE

who you wish to connect with

thru

implemented

TACTIC

the activity you're planning

TIMING

when you plan to do the activity

The audience cares because

WHY THIS AUDIENCE CARES

the pain in their life you are solving

thus

THE BENEFIT OF THE BENEFIT

the effect this has on the quality of life of the audience