



## **BRAND AND STRATEGY DEVELOPMENT**

### **50 Essential Questions You Must Answer to Achieve Marketing Success**

#### **ANALYZE THESE:**

##### **Objectives**

1. What do we want our marketing efforts to do?
2. Are these goals clearly defined and measurable?

##### **Self Analysis**

3. What is the history of our company and our industry?
4. Are we a leader in our category?
5. Are we increasing or losing market share?
6. What key benefits and features do we offer as defined by our target audience?
7. How are we better than the competition?

##### **Target Audience Analysis**

8. What things are in the prospect's head that impact your effort?
9. What is the single most important want?
10. Does the prospect have a low interest in our product category?
11. Is our claim believable?
12. Does the prospect know they have the problem we seek to solve?
13. Does the prospect need but not know they want the product?
14. Is the prospect confused by our category?

##### **Market Situation and Competitive Analysis**

15. What is the marketing situation and competitive landscape?
16. Is it competitive?
17. Who is our competition?
18. How dominant are they?
19. How good are they?
20. Are they complacent?
21. What is the competition saying?
22. Are they saying it effectively?
23. Are we competing with the "old way?"
24. Is our market growing, static or shrinking?

## CREATE THESE:

### **Positioning Strategy**

25. What is our single biggest strength that matches up with the most important want of our target audience?
26. Is this a unique claim in the market place?

### **Brand Strategy**

27. How do we weave our position into a brand that will resonate with our target audience?
28. If our brand were a person, what would they be like?
29. What is our *brand personality*?

### **Product Sales Strategy**

30. What products and services are we going to focus on?
31. What consumer benefits are derived from our products?

### **Media Strategy**

32. What is the most efficient way to reach our target audience within our budget?
33. Where is our target audience getting information about our category?
34. What media is best suited to deliver our message?

### **Creative Strategy**

35. How will we convey our brand message simply and effectively?
36. What level of sophistication will our audience respond to?
37. What is the message that will ultimately influence our audience to purchase our products and services?

### **Public Relations Strategy**

38. Can public relations help achieve our strategic goals more effectively than, or in conjunction with, other strategies?
39. What PR strategies should we implement?
  - a. Earned media, target bloggers and ePR, internal communications, customer communications, special events, community involvement, fund raisers?

### **Interactive Strategy**

40. What is the role of our website?
  - a. To educate and inform, distribute information, convert visitors to customers, sell product online or all the above?
41. Is our website constantly improving with upgrades and new information?
42. Should we maintain a blog?
43. How can search marketing or SEO improve our site traffic?
44. Should we include pay-per-click in our media budget?
45. Are we targeting our customers and prospects by email?

**Brand Identity and Collateral Strategy**

- 46. Does our brand identity accurately reflect our brand personality and position?
- 47. What collateral is needed and how will it be incorporated into the creative strategy?

**Direct Mail Strategy**

- 48. Should direct mail be considered for lead generation and sales?
- 49. Can we identify targeted databases that will respond in high percentages to our offers?
- 50. What offers can we use for response incentives?