

3D Strategic Marketing Approach Outline

Process	Design	Define	Deploy
<ul style="list-style-type: none"> Description 	Clarity and Agreement	Direction and Cost	Planning, Action, and Review
<ul style="list-style-type: none"> Outcomes 	Research, Questions, and Business Goals	Core Value & Message, Budget, & Strategy	Planning Roadmap, Tactics, Implement, & Review
<ul style="list-style-type: none"> Steps (pages) 	(Rs) Persona Review	(CVM)-Position Statement	(P)-One Page Plan
	(Rs)Target Market	(CVM)-Message Roadmap	(P)-Activity Calendar
	(Rs)-Competition Review	(CVM)-Buyer's Journey (for our clients?)	(P)-Content Worksheet(TIR)
	(Q)-Four Questions	(CVM)-Keywords	(P)-Buyer's Journey Segment Ownership
	(Q)-Getting Real	(CVM)-7 Marketing Solution P's	(TIR)-Tactic Worksheet
	(Q)-SWOT+P	(S)Marketing Goals	(TIR)-GKG Breakdown (program segmentation)
	(Q)-Secret Sauce	(S) Strategy Matrix/Checklist	(Rv)-Review Sheet
	(Q)Brand Review (matrix & minimum client expectation)	(B)-Resources	(Rv)-Analytics
	(BG)-Business Goals	(B)-GKG %	
	(BG)-KPI's	(B)-One Page Budget	