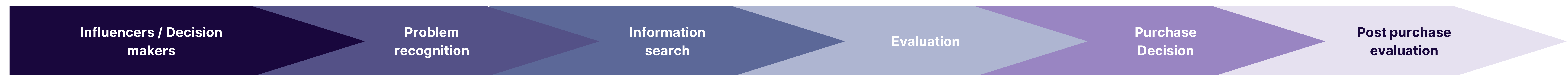


# Lean Marketing Strategy

Brand Statement	Customer profile	Product / service description	Messaging
<p>1 Define the vision for your brand. What is the purpose your brand was created? What greater change in the world is your brand striving to achieve?</p>	<p>2 Who are your ideal customers? Who are the main users or stakeholders of your product or service. What challenges do your customers have? What goals and desires do they have?</p>	<p>5 Describe what your solution is and how do people use it?</p>	<p>6 What will your ideal customers get from using your product or service? How will you help them overcome their challenges or achieve their goals? How will their lives change from having interacted with your brand?</p>
Competitors	Channels	Positioning	Promotion
<p>3 Who else is currently serving your ideal customers with a similar solution? What other brands will you be competing with?</p>	<p>4 Where do your ideal customers hang out? Where can you find them? Online channels like Google, Facebook, Instagram, TikTok, or physical locations?</p>	<p>7 How is your solution better than others on the market? What makes you different and unique that will make your ideal customer prefer you over a competitor?</p>	<p>8 Where will you communicate to your ideal customers? How will you find them? Do you have an advertising budget? What channels should you spend on paid ads or post organic content to find your ideal customers?</p>

## Customer Journey

9 What considerations do your customers make when deciding to part with their money. What is important in their decision making process?



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## Content

10 What content do you need to create to help customers make a decision to purchase your product or service?

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