



marketingcoach.ie
marketing consultancy and business coaching

Marketing Strategy Decision Tree

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Marketing Strategy Decision Tree

Start Here →

Objectives

Set SALES objectives
Set COMMUNICATION objectives

Budget

% of sales
Affordable
Competitive
Objective led

Message

Benefit Statement
Unique Selling Point
Problem/Solution Statement

Media

Reach
Impact
Frequency
Route (radio, online, etc)

Support

SEO Specialist
Marketing Consultant
Traditional Media Buyer
Digital Advertising or Content Expert

Evaluation

Sales
Website Traffic
Brand Awareness
Brand Interactions
Cost per Acquisition
Customer Lifetime Value