

INDUSTRIAL MARKETING STRATEGY CHECKLIST

This template should allow you to clearly define your industrial marketing strategy and identify the ways in which you can deliver successful marketing tactics.

1. Aligning Objectives and Understanding Your Customer

- **Target market:** Define your market. What are the characteristics of the businesses you are aiming to sell to? How many of them are there? What is your market share and how is it trending?

- **How the market segments:** Break your target customers down into distinct segments based on their profiles, both as businesses and individuals: their needs, value drivers, behaviours and aspirations. Where relevant and meaningful, use buyer personas to illustrate these customers.

- **Competitors:** Who are your key competitors in the market and what share of the market do they have? How do they differentiate themselves from your business/brand?

- **Competitive stance:** How does your business/brand meaningfully differentiate itself from your key competitors? What is the unique value proposition that makes you different and preferable?

• **What does your marketing strategy need to focus on achieving at a strategic level? This could be:**

- » Growing share of wallet from existing customers
- » Acquiring new business
- » Increasing the share of a particular segment

• **Tactical focus:** What will you focus on in the next year to achieve the goals identified above?

This part of your plan examines your value proposition and identifying the right mediums you will use to engage with your target audience.

2. Your Value Proposition and Medium Mix Strategy

- Identify your product and service attributes? Examine the functional benefits they produce.

- List the emotional benefits experienced? Can you quantify these benefits?

- **Examine the mediums you will use:**
 - » **Paid media:** This includes reach owned by others, such as online display and retargeting, print display, social media ads, Google ads, TV and radio ads, direct mail, trade shows, online and offline events.
 - » **Owned/granted media:** This includes mediums to your market that you own and control, such as your website, blog, customer base email marketing and SMS, and your own online and offline events.
 - » **Earned media:** These are the mediums that rely on others sharing content about your brand. This section includes social media sites, blogs, review sites, organic search and PR/media relations.
 - » **Partner/channel marketing:** Set out your plans for re-sellers or channel partners.

3. Content Development

- **What types of content will you need to support your marketing efforts?** These could include whitepapers, research reports or videos. What types of sales support materials will you require?

4. Sales Lead Management

- **How will you generate, tracking, score and deliver qualified sales leads for effective business development?**

- **What marketing technology and database development will you need to support your lead generation campaigns?**

5. Internal Marketing and Reporting Metrics

- How will you “sell” the strategy to your key stakeholders?

- How will you onboard your salesforce?

- How will you measure and report on success against your strategic and tactical objectives?

- What will your reporting dashboard look like and which particular metrics will be your critical KPIs?

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