



5 Step Marketing Strategy

Interested in figuring out your marketing strategy once and for all? Let Strategic Marketing Consulting help you! Through a distinct 5 step process, we help clients develop a proven strategy that works to grow businesses. Get in touch to learn more at 617-803-4532 or sginand@smcboston.com.



Step 1: Discovery

We begin with a **discovery and listening process** to understand the business' current operational and strategic situation, position in the market, goals, target market, competitive advantages.



Step 2: Assessment

Develop an understanding of the market, the company's current position in the market, growth opportunities, and competition.



Step 3: Strategy Development

Develop a strategy to achieve the company's goals and reach the target market effectively. SMC provides a One Page Marketing Plan to capture the most important elements of the marketing



Step 4: Marketing Activities

Identify **tactical action items** to achieve the strategy, including priority and timeframe.



Step 5: Metrics and Results

Identify **metrics** to measure the results of the marketing strategies and actions.

