

Marketing
ESSENTIALS
guide



Marketing Essentials Guide

Making marketing easy and actionable

Mission

A mission statement is a short statement of why an organisation exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.

Vision

A vision statement is a declaration of an organization's objectives, intended to guide its internal decision-making.

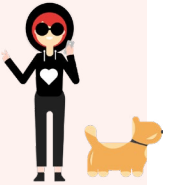


Objectives

Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame.

Values

Core values are the fundamental beliefs of a person or organisation. Core values also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide.



Your Why (not the biz)

Simon Sinek's 'Start with Why'

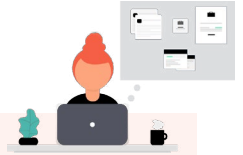
WHY you're doing it, how you're doing it and what you're doing.

Unique Selling Proposition

A unique selling proposition is a factor that differentiates a product from its competitors, such as the innovative technology, sustainable, the highest quality or the first-ever product of its kind.

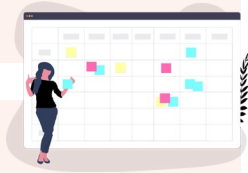
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30 Second Pitch

an elevator pitch is a clear, brief message or "commercial" about you. it communicates who you are, what you're looking for and how you can benefit a company or organization. it's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.



Target Market

A target market is the market a company wants to sell its products and services to, and it includes a targeted set of customers for whom it directs its marketing efforts.

Niche Audience

Define a niche audience that you can hone in on for your customer personas. This will give you a specific group of customers to focus on.

Executive Summary

An executive summary is a short section of a document, produced for business purposes, that summarises a longer report or proposal in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.

Brand Tone & Voice

Tone of voice is a branding exercise that builds your brand's personality and is part of creating a consistent customer experience. You may know what your key messages are, but it's the way you communicate them that creates a connection.

Like this, but that

What can your business be compared to?
The Uber for logistics
The Canva for fashion...

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SWOT

Strengths			Weaknesses		
Technology capability	Understanding of the problem	Dedicated founders	Brand & Marketing	Access to suppliers & clients	Limited resources & capital
Opportunities			Threats		
Become a leader in Australia	Speed to local market	Unique positioning	New tech overtaking us	political and economical changes	unknown competitors

Competitor Analysis



Ankle Biters			Contenders	
Dabbling entrepreneurs	Unfocused startups	Low quality offshore tech	Known international startups	Similar product, different audience
Emergents			Rivals	
Same, same but different	Targeting a similar audience	Entrepreneurs with a better understanding	Same product in the same industry	Similar product, same audience

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Business name

Mission

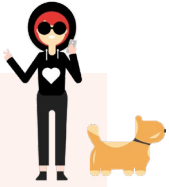
Vision

Objectives

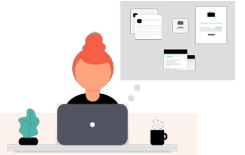
Values

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