



Market Research Supply & Demand

STEP
01

Start by researching the internet for best ways to attract customers in your area that are buying your product. For example; if you are opening a fuel station, you want to know that fuel stations in metropolitan areas are typically positioned at crossroads, and attract 300 customers every hour.

What did you discover?

Competitor Analysis

Product Positioning

Shop the competition to gain understanding on how your product will compete in availability, function, and price. For example, if you're opening a hamburger restaurant, you want to know if competitors offer the same meat choice, price, and availability as you.

What did you discover?



Identify Target Audience

Ideal Client

Pin point your ideal clients needs, wants and desires. Uncover when they need your product, and how it adds value or provides a solution. Your ideal client could be a person, or organization. For example, if you sell fuel, is it for individual passenger cars, or to a car manufacturer that builds 5000 cars each week?

STEP
03



What did you discover?

Set Objectives

What Now?

Define the goals of your marketing campaign. Do you need to attract new customers, promote a new product, or expand brand awareness?

What did you discover?

STEP
04

Define Strategies

What Next?

Compile a list of the marketing strategies you will implement. For example, increase digital foot print, participate at industry networking events, and launch a social media campaign.

What did you discover?



Define Success

Temperature Check

Now that you've done the work, and completed the tasks; here's where you find out if you reached your goals. Gauge the marketing plans success by the increase in website traffic, scheduled meetings, and purchases.

What did you discover?

STEP
06

**Thank
you!**

**Need a helpful hand with Marketing?
Schedule a free strategy session today.**



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