

MARKETING MODEL – OUTSIDE IN

Key Resources	Initiatives & Budget	Channels	Value Propositions	Offerings	Ideal	Segment (<i>Who</i>)
<div style="border: 1px solid black; height: 80px;"></div>	Target adjusted return: <div style="border: 1px solid black; border-radius: 15px; height: 80px;"></div>	<div style="border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="background-color: #cccccc; border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div>	<div style="border: 1px solid black; border-radius: 15px; width: 100px; height: 80px;"></div>	<div style="border: 1px solid black; padding: 5px;"><p align="center">NAME</p><p>Description</p></div>
<div style="border: 1px solid black; height: 80px;"></div>	Target adjusted return: <div style="border: 1px solid black; border-radius: 15px; height: 80px;"></div>	<div style="border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="background-color: #cccccc; border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div>	<div style="border: 1px solid black; border-radius: 15px; width: 100px; height: 80px;"></div>	<div style="border: 1px solid black; padding: 5px;"><p align="center">NAME</p><p>Description</p></div>
<div style="border: 1px solid black; height: 80px;"></div>	Target adjusted return: <div style="border: 1px solid black; border-radius: 15px; height: 80px;"></div>	<div style="border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="background-color: #cccccc; border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div>	<div style="border: 1px solid black; border-radius: 15px; width: 100px; height: 80px;"></div>	<div style="border: 1px solid black; padding: 5px;"><p align="center">NAME</p><p>Description</p></div>
<div style="border: 1px solid black; height: 80px;"></div>	Target adjusted return: <div style="border: 1px solid black; border-radius: 15px; height: 80px;"></div>	<div style="border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="background-color: #cccccc; border: 1px solid black; width: 100px; height: 80px; margin-left: 50px;"></div>	<div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div> <div style="border: 1px solid black; width: 100px; height: 25px; margin-left: 50px;"></div>	<div style="border: 1px solid black; border-radius: 15px; width: 100px; height: 80px;"></div>	<div style="border: 1px solid black; padding: 5px;"><p align="center">NAME</p><p>Description</p></div>

N O T E S

- | | | | | | | |
|--|--|--|--|--|--|--|
| <p>7. END HERE
What resources (people & physical assets) does the Company a) have and b) require in order to deliver the value propositions to each segment</p> | <p>6. Detail the marketing initiatives the company will take to deliver the a) value proposition & b) attract the target segments for them</p> | <p>5. Bearing in mind the existing lifestyles of each segment, how would they most effectively be reached?</p> | <p>4. Clearly define the different value propositions that will attract each segment (IMPORTANT!)</p> | <p>3. Clearly define the functional offerings each segment would require to fulfil their ideal</p> | <p>2. Articulate in a sentence the ideal scenario for each segment</p> | <p>1. START HERE
Clearly identify each segment, pick a profile person, put yourself in that person's shoes – note behaviour, <i>First Who then What</i></p> |
|--|--|--|--|--|--|--|