STRATEGY SELF-CHECK

Marketing Strategy · Final document · The Marketing Strategy

Run it before you call the strategy finished. Count your corrections: almost every strategy has something to fix on the first check.

THE STATEMENT

QUESTION	YES / NO	WHAT I CHANGED
Could a competitor say exactly the same? (should be no)		
Does it pass the logo test?		
Does it say what we will not do?		

EVERY CHAPTER

CHAPTER	CONSISTENT · HAS ITS MOVE · CONCRETE (NAMES, NUMBERS, DATES)?	WHAT I CHANGED
1 Ecosystem		
2 Community		
3 Brand		
4 Calendar		
5 The match		
6 Communication		
7 Commercial		
8 Systems		
9 People		
10 Objectives		

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THE WHOLE DOCUMENT

QUESTION	YES / NO	WHAT I CHANGED
Objectives reflect the strategy?		
Every important process has a person?		
The plan fits the resources?		
Someone outside the course can explain it back in two minutes?		

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

The statement

Could a competitor say the same? — No

Logo test — Passes

What we will not do — Yes

Every chapter

4 Calendar — A summer beach party did not fit heritage — Removed

6 Communication — Four new platforms with one content person — Kept two

7 Commercial — Luxury hospitality as a priority while families come first — Moved to year two