



SAMPLE

Marketing Strategy Actionable Playbook

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Prepared on 21 Feb 2029 by:

catalyst
CONTENT

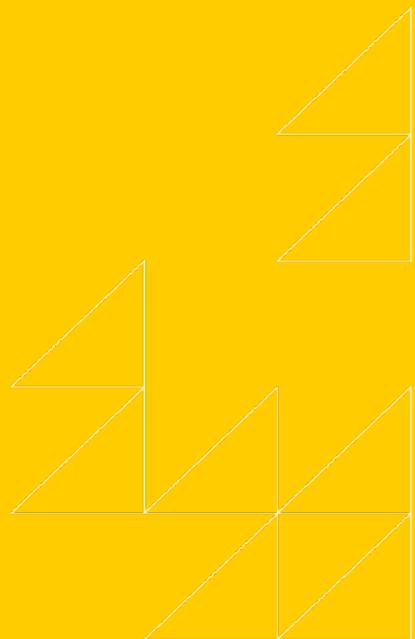


**Your company exists to
<insert mission> for
<insert audience>
because <insert vision>.**



+

+



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Ground Zero

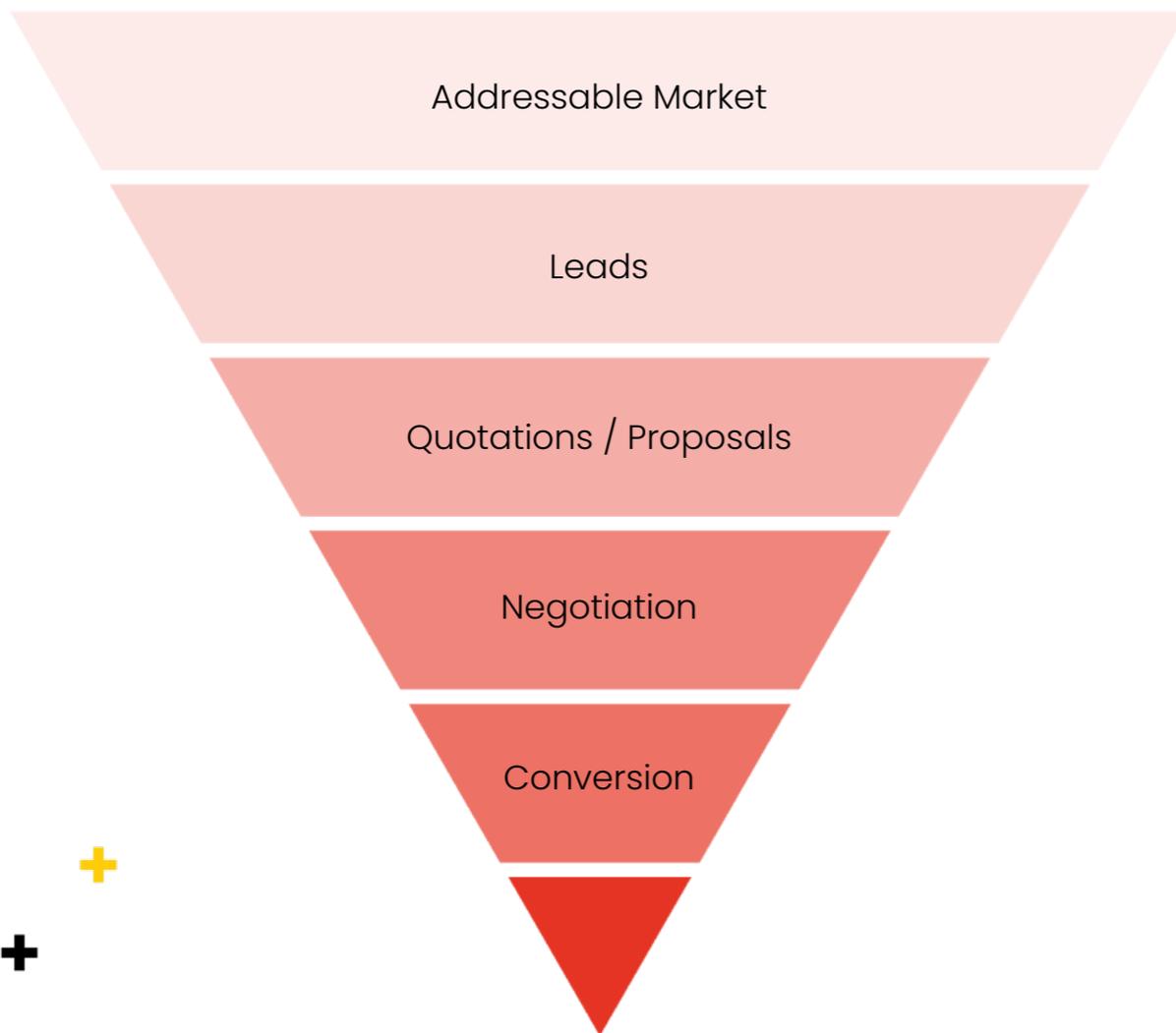
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Understanding The Status Quo

Understand what your existing funnel looks like.



Understand how your audiences now move through the different stages of the buyer journey



Where are you doing well? Where are the gaps?



Buyer Personas





“Insert a statement completely encapsulates them.”

Context: Reality & Challenges

What’s their problem? How did they get to this problem? Why does this problem exist? Why can’t they get the solution elsewhere?

Goals, Motivations & Fears

What are they looking for? What are their pain points? Their trigger points? Their hopes? What terrifies them?

What are their internal & external motivations? What drives them: Incentive, Power, Fear, Affiliation?

Journey: From Trust to Conversion

How do they realise they need your service?

Where do they discover your brand?

What does their research journey entail?

How do they use the different digital platforms to connect?

How do they research your competitors and decide between them and you?

How can their journey be supported?

NAME (profile)

Age:

Channels:

Preferences:



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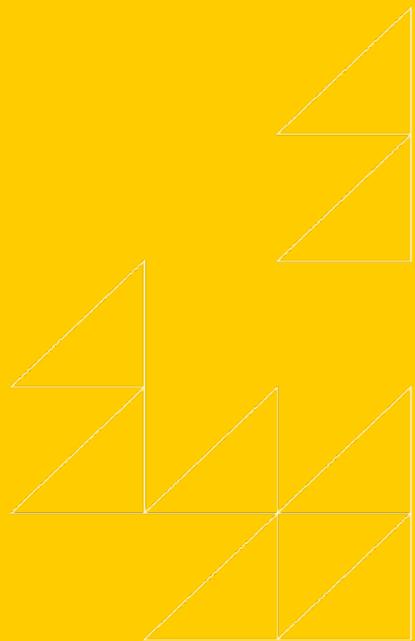
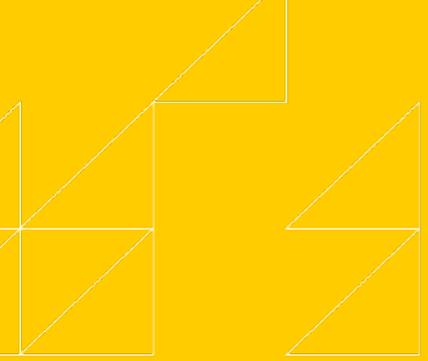
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Competitor Analysis



“What’s your competitor’s core brand message.”

Channels

 Domain Authority: <score>
Backlinks: xxx from xx domains
Organic Visitors: xxx/month

 3 reviews
5.0 stars

 Website highlights
Content regularity & volume
Key pages

 Journey
Regularity
Brand Messages

 Followers
Post Volume & Regularity
Engagement

 Employees & Followers
Post Volume & Regularity
Engagement

 Followers
Post Volume & Regularity
Engagement

 Follower
Post Volume & Regularity
Engagement

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Post Volume & Regularity
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Page 1 Keyword

Page 1 Keyword #2

Page #1 Keyword #3

Page 2 Keyword #1

Competitor Name



Their content marketing strategy targets **Buyer 1** and **Buyer 2**, to:

- ▶ purpose (journey stage)
- ▶ purpose (journey stage)
- ▶ purpose (journey stage)

“What’s your competitor’s core brand message.”



Messaging + Strategies

Who is your competitor targeting?

What are their key messages?

What are their key strategies?

Capture as many details as possible in this section.



Differentiation

What are the ways in which your business and product offering is different from this competitors?



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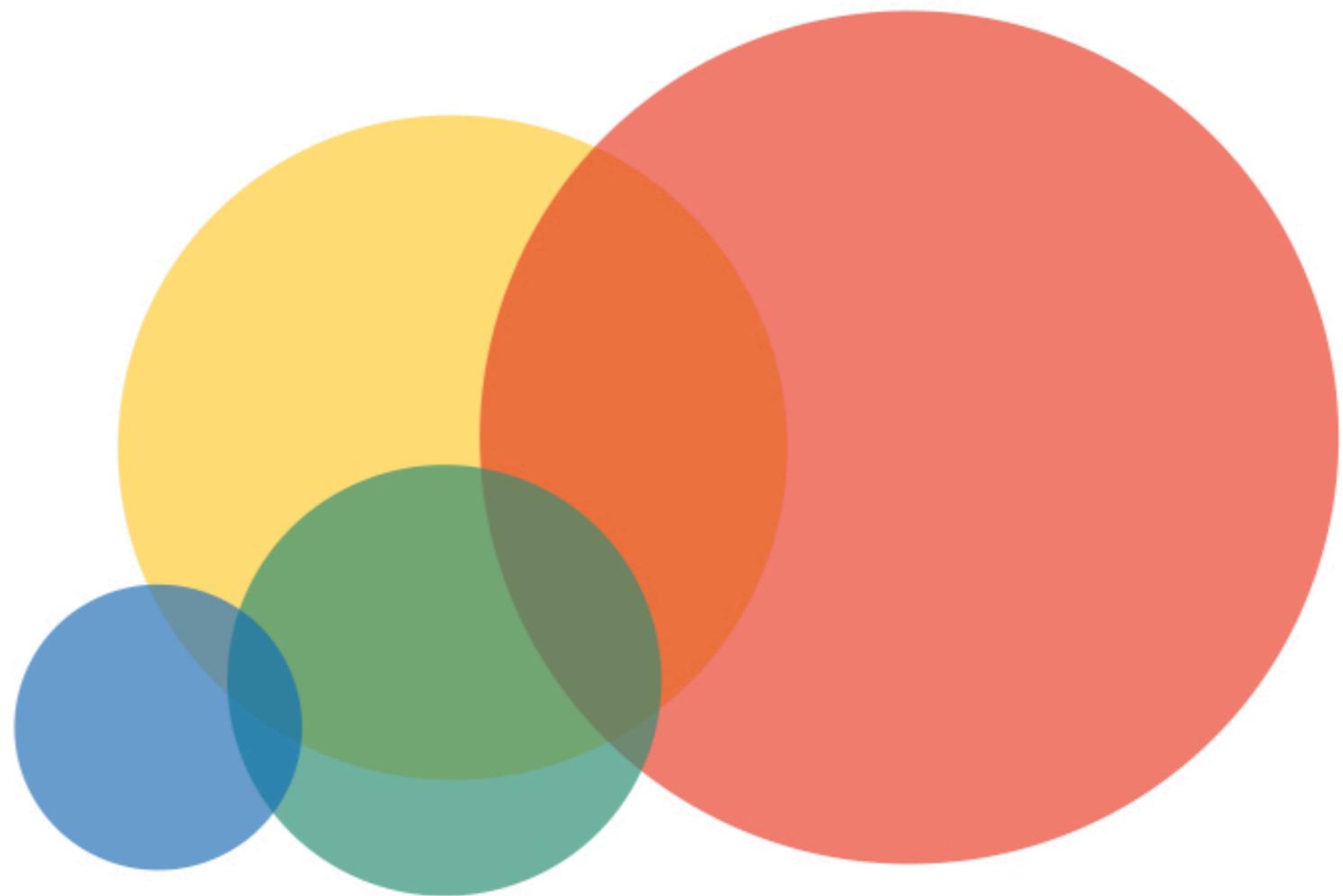


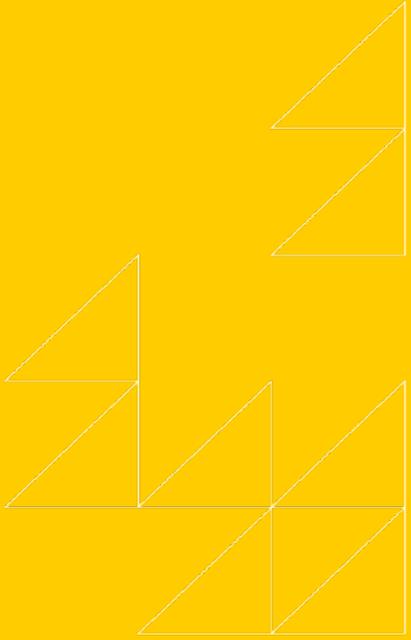
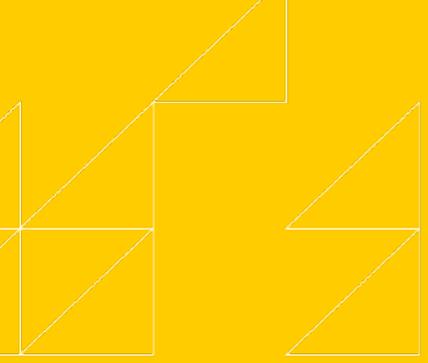
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Keyword Gap, Backlink Gap, Search Visibility⁺

Understand which keywords your top competitors are ranking for.
See which directories and websites are linking back to your top competitor's websites.
Compare your website's search visibility with that of your top competitors.
The deliverable is usually a spreadsheet including all the above data.





Content Assets Audit



Approach

Audit.

Based on the purpose, how effectively does the content asset (website, email, document, social posts,) speak to the target personas?

Recommendations.

How can the content asset more effectively support the target personas at the different stages of the buyer journey?



Key Findings & Recommendations

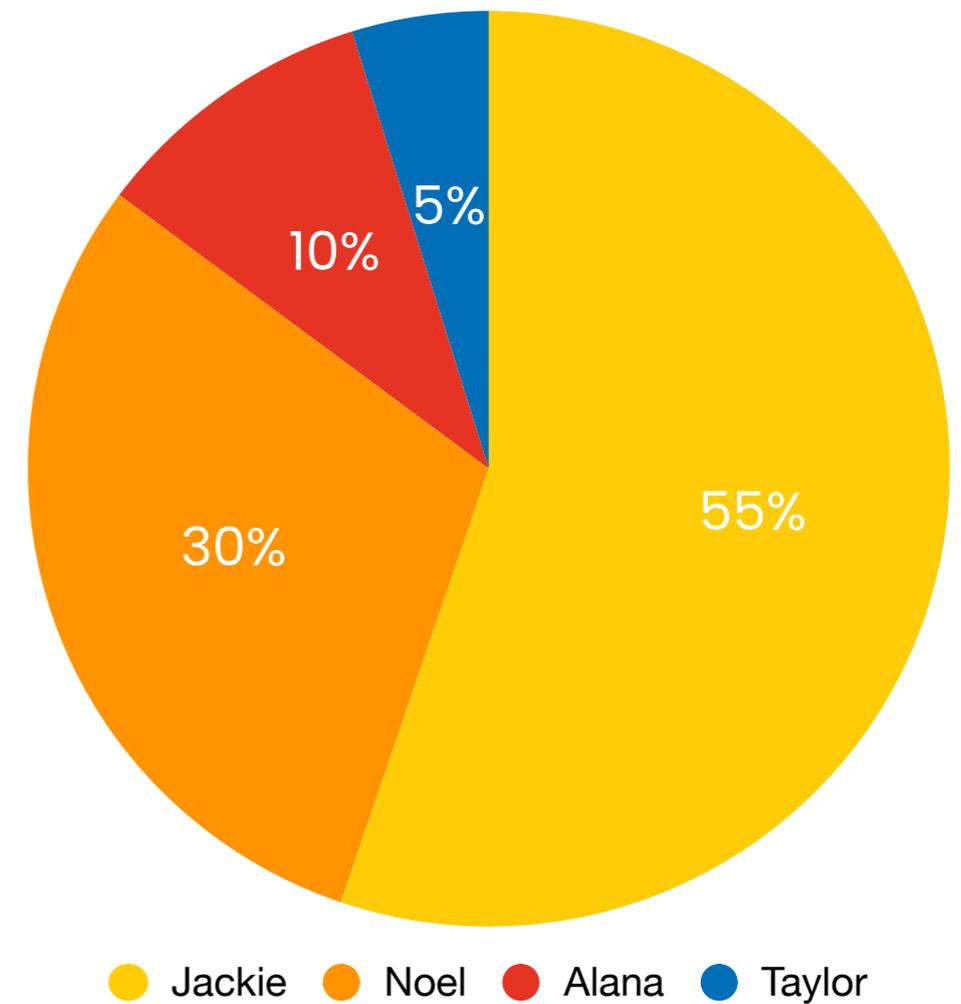
Key Findings

- ▶ Finding 1
- ▶ Finding 2
- ▶ Finding 3

Key Recommendations:

- ▶ Recommendation 1
- ▶ Recommendation 2
- ▶ Recommendation 3

Perceived Current Targeting



Audit: Document XXX

| Purpose / Buyer Journey Stage

	Buyer 1	Buyer 2	Buyer 3	Buyer 4
Efficacy Score	1	3	5	8

Messaging / Impressions

What does the document currently communicate?

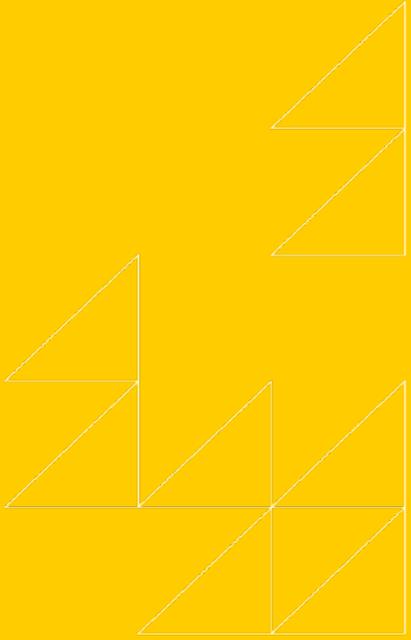
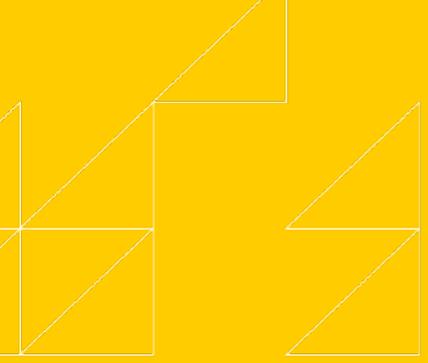
Current Purpose / Place in the Buyer Journey

What purpose does the document currently serve?

How can this document be used to serve other goals?

Key Recommendations

What specific improvements can be made?

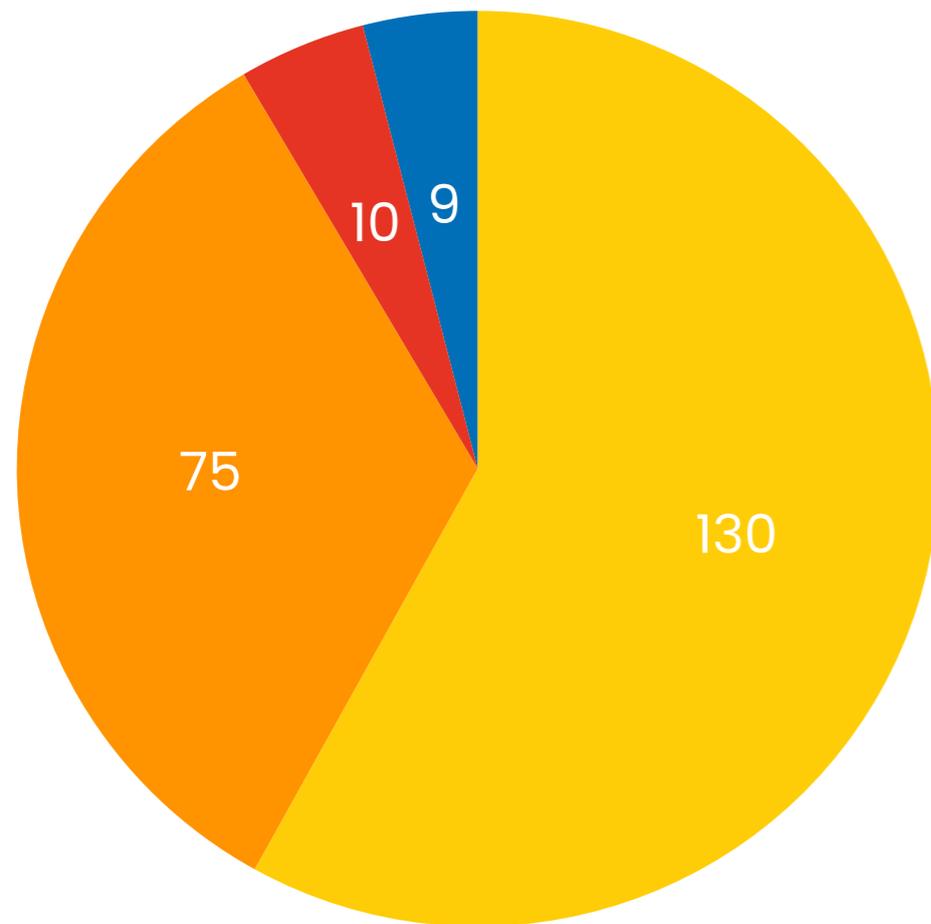


Ultimate Goal



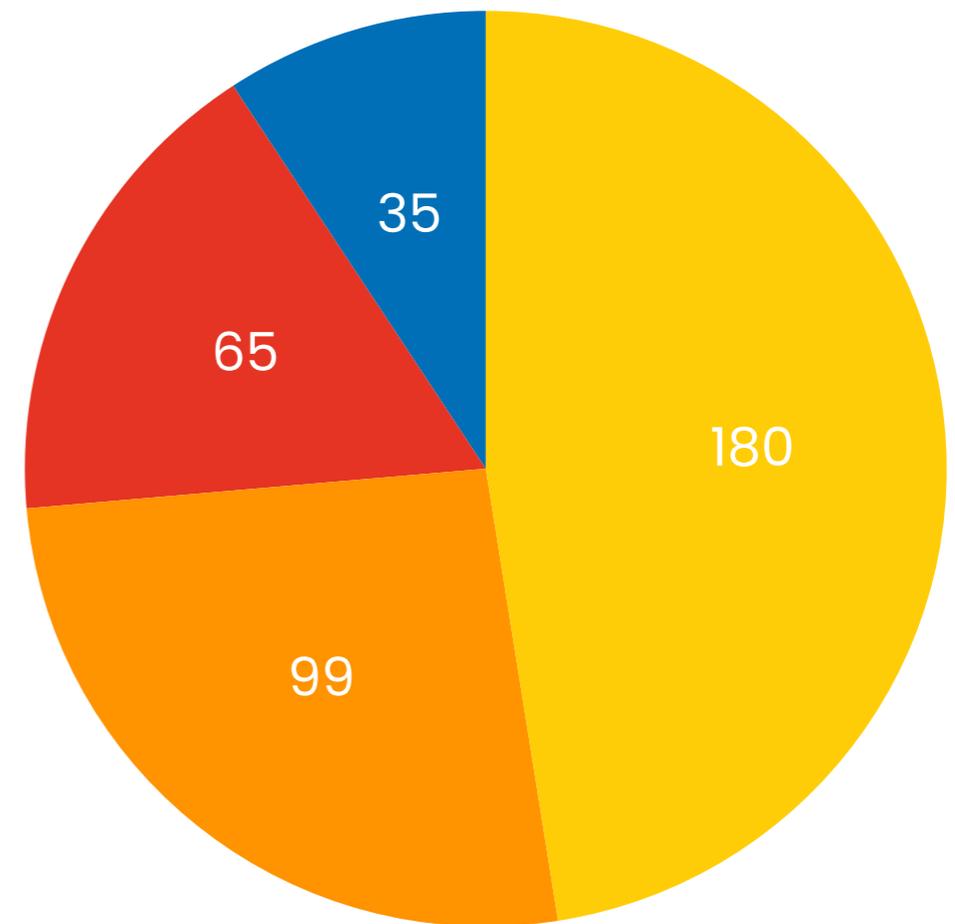
Vision 2026: <insert your main goal metric>

Current Revenue By Persona
(actual number of clients)



Buyer 1 Buyer 2 Buyer 3
Buyer 4

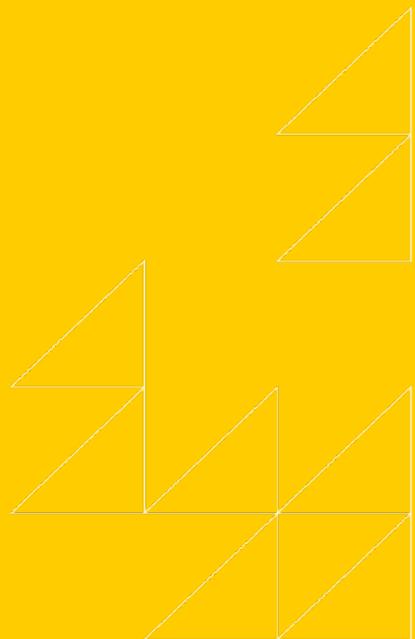
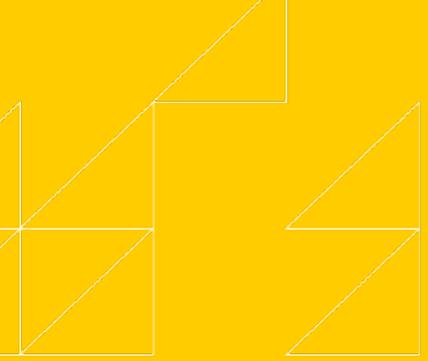
2026 Target Revenue By Persona
(target number of clients)



Buyer 1 Buyer 2 Buyer 3
Buyer 4

Key Metric: Make it Achievable

	2021	2022	2023	2024	2025	2026
Buyer 1	9	13	21	25	29	35
Buyer 2	10	20	30	40	50	65
Buyer 3	75	80	85	90	95	99
Buyer 4	130	140	150	160	170	180
TOTAL	214	253	286	315	344	379



Strategy



Focus: Personas x Priority x Buyer Journey

	Buyer 1	Buyer 2	Buyer 3	Buyer 4
2021 Current Weight	5%	10%	25%	60%
2026 Target Weight	7%	14%	28%	52%
Ease of Conversion Opportunity	3	4	6	2
Content Marketing Priority	3	1	2	0
Journey Stage Focus	Consideration	Consideration	Consideration	Delight



Messages x Channels x Tactics

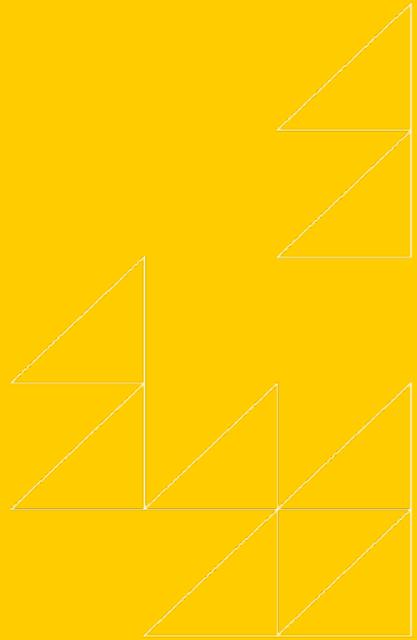
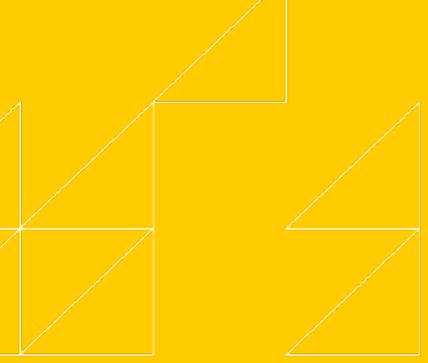


Audience Category	Buyer Persona	Stage A C P D A	Core Messages	Targeted Messages	Channels / Tactics
Clients	Buyer 1	C	Core Message 1. Universal Message 2. Critical Message 3.	Specific message 1 Specific message 2	Website Tik Tok Email Marketing
	Buyer 2	C		Specific message 1 Specific message 2	Website Facebook Email Marketing
	Buyer 3	C		Specific message 1 Specific message 2	
	Buyer 4	D		Specific message 1 Specific message 2	LinkedIn



Key Metrics to Track

Top Goal	Implied Goal	Channel	Key Metrics	Purpose
xx New Clients / Year	xxx New Leads / Year @ 50% Conversion Rate	Website	Metric 1 Metric 2	Why are we tracking this metric? How is it connected to the Ultimate Goal?
		Google MyBusiness	Metric 1	Why are we tracking this metric? How is it connected to the Ultimate Goal?
		Email	Metric 1 Metric 2 Metric 3	Why are we tracking this metric? How is it connected to the Ultimate Goal?
		Facebook	Metric 1	Why are we tracking this metric? How is it connected to the Ultimate Goal?
		LinkedIn	Metric 1 Metric 2	Why are we tracking this metric? How is it connected to the Ultimate Goal?



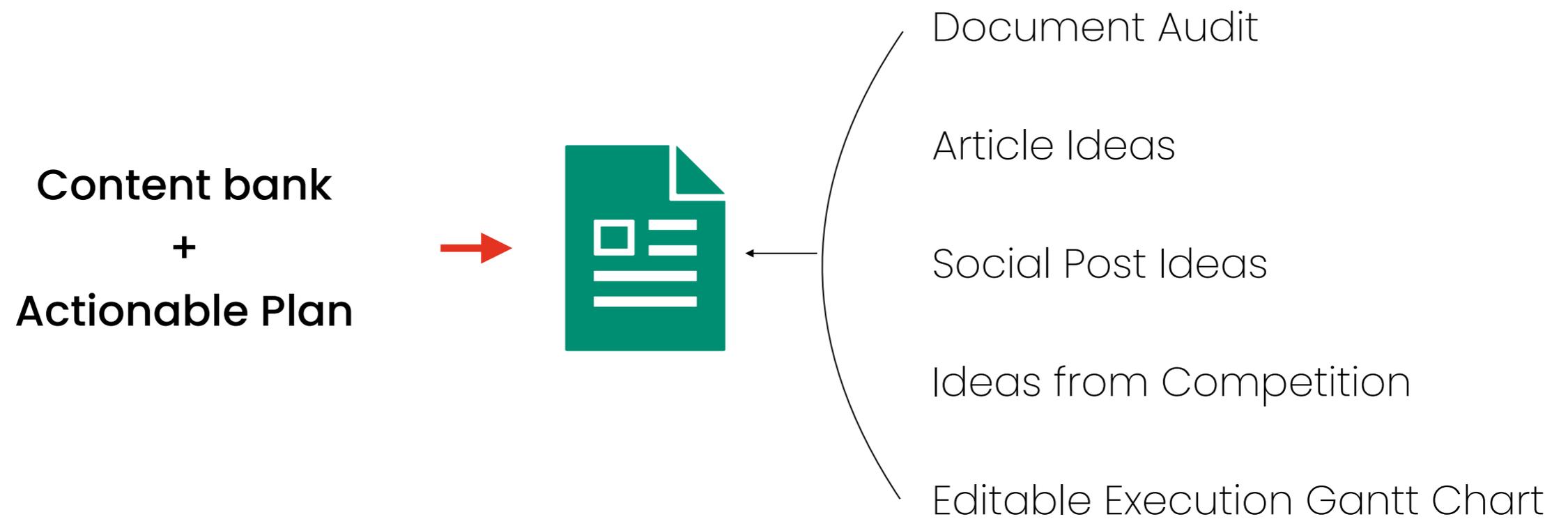
Actionable Plan



Activities Ahead

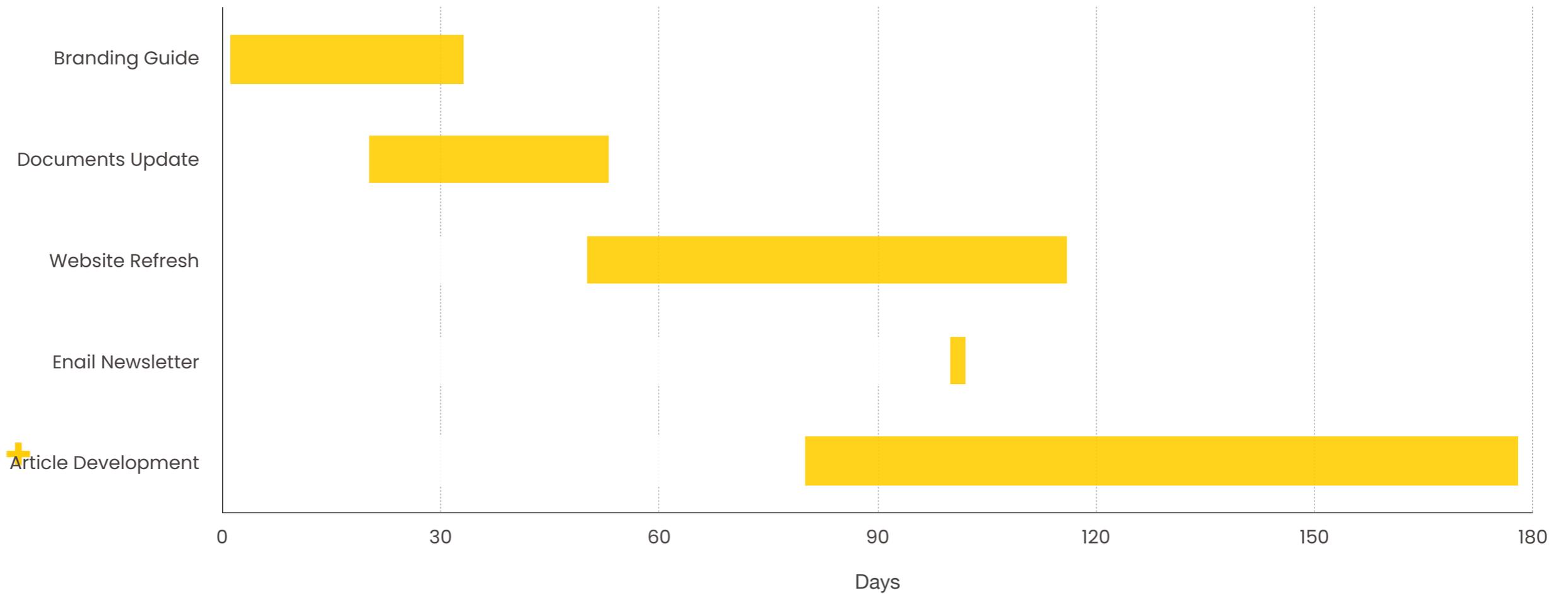
Recommendation	Purpose	Time	Lead	Cost	Notes	Priority	Timeline
Brand Identity Style Guide							
Documents & Sales Downloadables							
Website & New Functionality							
Articles							
SEO							
Social Pages & Posts							
Email Newsletter Template							
Email List Segmentation							
Video Posts							
1x Monthly Video							
LinkedIn Sales Navigator							

Content Bank Idea Repository



Rough Execution Plan

This guide would be based on the master "Dashboard & Execution Plan" spreadsheet and include all dependencies.





*Great stories happen
to those who can tell
them.*

- The Catalyst Content Mantra



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