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IGNITE PROGRAM

#WBS002 Sharing your story

**PART A - SWOT Analysis**

1. **Write out your businesses SWOT analysis using examples and case studies to illustrate your Strengths, Weaknesses, Opportunities and Threats**

**STRENGTHS:**

**WEAKNESSES:**

**OPPORTUNITIES:**

**THREATS:**

**PART B - Mapping out your Marketing Strategy:**

**Product:**

**Briefly outline your product or service offering.**

* **What is your USP?**
* **What key words jump to mind when you think of your product or service?**
* **What solution does your business solve?**
* **What gap does your business close?**
* **What are the benefits of using your product?**
* **What does your packaging look like?**

**Price:**

* What pricing strategy do you use?
* Why do you use this strategy?
* Is this working for your business?
* Are you going to offer various pricing strategies?

**Place**

* Where do you sell your products or offer your services?
* What is your distribution channel or channels?
* What is your postage strategy?

**Promotion**

* What Marketing are you doing?
* Why?
* How it working for your bottom line and ROI?
* What avenues of Marketing are you afraid of?
* Why do you think you are afraid or hesitant to try this out?

**PART C - Write a list of Marketing that is currently working for your business:**

**What Marketing goals do you have for your business in the next 12 months?**

**What is your Marketing Budget?**

**The 4C’s**

Customer:

What are your customer needs and wants and how to you fulfill these?

Cost:

What is the cost of your product or service? Are your customers happy to pay this?

Do they see your product or service as adding value?

**PART D - Your Target Audience:**

Who is your core target audience? Be as descriptive as possible.

Do you have a secondary target audience? Be as descriptive as possible.

**What areas of your Marketing Strategy do you need to work on and why?**

**PART E - REFLECTION:**

**After completing this activity how do you feel about your current marketing strategy? Are there any changes you will make?**

**Milestone reflection**

A. What was your focus milestone for this month?

B. Have you reached this milestone?

C. If you have, well done!! If you haven’t reached it, reflect on why not, what happened and what you need to do next to be able reach it.