

Strategic Marketing Grid

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Purpose

Use this tool to help clients who may be struggling with obtaining new clients. Often times, the root of the problem is four-fold:

1. Not clearly identifying the clients they want to work with (or their target market)
2. Not understanding how their products or services solve a problem or the challenge the target client is looking for
3. Not knowing how or where to find these target clients
4. Not utilizing potential referral sources that can refer target clients

How to Use This Tool

This tool can be used as a homework assignment prior to a coaching session. It will ideally give the client time to reflect on these areas beforehand and allow the coaching session to be used to delve a little deeper into these areas. It can also be used as an outline during the actual coaching session. Using the table on the next page, encourage the client to review the example shown in the second column or you can create your own. Columns 3-5 should be used to walk through the same exercise for subsets of the target markets.

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Target Market Name:	Example: Business Owner	Subset of Target Mkt	Subset of Target Mkt	Subset of Target Mkt
Characteristics (i.e., Profession, Age, Sex, Years in business, etc.)	<i>They are knowledgeable small business owners who offer professional services such as attorneys, accountants, financial planners etc., have at least two years in business, and are solopreneurs or have 10 or fewer employees.</i>			
Pain Points and Challenges (focus on the top 3)	<i>They feel overwhelmed with all of the elements of running a business, not getting enough new clients/revenue, and feel all alone in their business (e.g., no support).</i>			
How Do You Help Them?	<i>You help them get clear on what they want their business and life to look like, to create a road map to get there, and then help them navigate their way. You establish a route for them by creating systems that allow them to better manage their time, increase their productivity, and grow their bottom line. The result is more time, more money, and less stress.</i>			
Prospecting (Best ways to reach them, organizations they might be part of, strategic partners, etc.)	<i>For opportunities to prospect, check out professional organizations, B2B networking groups, referral partners, and volunteer groups.</i>			

Credit: The concepts inherent in this article are the author's interpretation of materials issued by iPEC®.