 **MARKETING STRATEGY TEMPLATE EXAMPLE**

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| CATEGORY | DESCRIPTION |
| **MARKETING STRATEGY**  | Choose Positive Charge electric charging stations for quality and reliability to reduce the environmental impact of fossil fuels for a better world.  |
| **MARKETING OBJECTIVES** | Increase customer lifetime value. Improve product awareness and reviews. |
| **COMPETITIVE ADVANTAGE** | Positive Charge employs highly skilled labor and leads in new technologies. |
| **BUDGET** | Between 3% to 5% of Positive Charge’s revenue. |
| **BUYER’S BUYING CYCLE** | Buyers cycle through awareness, consideration, and intent before making a purchase. |
| **UNIQUE VALUE PROPOSITION** |  Make a positive impact on our environment with a reliable and high-quality charging station for your electronic vehicle. |
| **BRANDING** | Positive Charge is a socially and environmentally conscious company. |

**MARKETING MIX**

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| CATEGORY | DESCRIPTION | COST |
| **PRODUCT** | EV Charging Stations | $1,100 |
| **PRICE** | 30% markup | $1,430 |
| **PLACE** | Positive Charge online retail platform | $2,000 per month |
| **PROMOTION** | Digital marketing, social media, and email campaigns | $9,000 per month |
| **PEOPLE** | Marketing, management, and design teamsPositive Charge customers | $1,100 |
| **PROCESS** | Positive Charge delivers each value step to consumers.  |  |
| **PHYSICAL EVIDENCE** | Quality of experience and satisfaction for Positive Charge customers |  |

**MARKETING CHANNELS**

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| CATEGORY | DESCRIPTION | COST |
| **SEARCH ENGINE OPTIMIZATION (SE0)** | Keyword and page element optimizationContent creation | $2000 per month |
| **DIGITAL PARTNERSHIPS**  | N/A |  |
| **SOCIAL MEDIA MARKETING** | Market to platforms where users share information | $1000 per month |
| **EMAIL MARKETING** | Focus on micro-influencers to drive brand awareness and Positive Charge site traffic | $15 per 1000 influence followers |
| **OTHER** | Positive Charge newsletter, acquisition, and retention emails | $900 per month |

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