ISSUE	SOLUTION	STRATEGY (LONG TERM DIRECTION)	TACTICS (SHORT TERM OPERATIONAL ACTIONS)	OBJECTIVES (SPECIFIC)	GOALS
Low brand visibility and not enough qualified traffic.	Use paid online channels to reach the right audience and drive measurable results.	Digital Advertising	Performance Marketing: SEM (Search Engine Marketing) Pay Per Click Advertising (PPC) also known as Cost-Per-Click (CPC). Targeted Paid Ads: Social media ads such as Facebook and Instagram Ads. Digital Partnerships: Influencer Marketing, Affiliate Marketing, Sponsorship,Ad retargeting, Sponsored content.	Drive more qualified traffic to the website. Example: Acquire 100 new customers through paid campaigns.	Increase brand visibility and sales. Example: Grow revenue to 1M by December.
Poor search rankings and weak organic traffic.	Improve website content and technical SEO.	Search Engine Optimization (SEO)	Website Optimization, Blog Posts, Build Authority, On-page optimization, Technical SEO, Content Optimization, Link Building, Blog Publishing.	Improve search rankings and organic traffic. Example: Rank in the top 10 for 20 target keywords by the end of the year.	Grow long-term visibility in search engines. Example: Grow search visibility and bring in more organic traffic.
The audience lacks helpful information and trust.	Publish useful content that answers customer questions.	Content Marketing	User generated content, e books, email newsletters, social media posts, landing pages, GIFs, podcasts, articles, books, data and visual graphics, tools, podcasts, videos, social content, infographics.	Attract and educate the target audience. Example: Increase monthly website visits by 25% in 6 months.	Build trust and support lead generation. Example: Grow organic traffic and support long-term sales.
Low social media reach and weak engagement.	Post consistent content and run targeted social campaigns.	Social Media Marketing	Affiliate/Influencer marketing, community building, organic posting, community building, influencer partnerships, social ads, engagement campaigns.	Increase reach and audience engagement. Example: Increase engagement rate to 6% within 3 months.	Strengthen brand awareness and customer relationships. Example: Strengthen audience engagement and brand loyalty.
Leads are not converting or staying engaged.	Use email campaigns to nurture and re-engage subscribers.	Email Marketing	Newsletters, promotional emails, setup new email marketing tools, behavirol emails, transactional emails, broadcast emails, promotional emails.	Nurture leads and keep customers informed. Example: Increase email-driven sales by 15% over the next quarter.	Improve retention and repeat conversions.Example: Improve customer retention and repeat purchases.
The message is not clear enough or is not holding attention.	Use video content to explain, educate, and promote.	Video Marketing	Instructional videos, announcement videos, weekly series, event videos, behind-the-scenes videos.	Communicate messages in a more engaging format such as videos. Example: Increase video views by 30% over the next 3 months.	Increase attention, trust, and conversions. Goal: Grow brand awareness and audience engagement.
Mobile users are not being reached effectively.	Reach customers through mobile-first channels like SMS and push.	Mobile Marketing	Text Messaging, Mobile Apps, SMS campaigns, mobile app messaging, push notifications, mobile-friendly content.	Reach users on mobile devices quickly and directly. Example: Increase mobile campaign click-through rate to 8% in 90 days.	Improve engagement and response rates. Example: Improve customer engagement and conversions on mobile.
Negative reviews or weak online reputation.	Monitor and improve how the brand is perceived online.	Reputation Management	Customer engagement, a loyalty platform, management of online reviews, review management, customer engagement, response management, testimonial collection.	Build and protect brand credibility. Example: Increase positive reviews by 25% this quarter.	Strengthen trust and customer confidence. Example: Build trust and strengthen brand credibility.
The brand needs stronger direct engagement and relationship building.	Use events to connect directly with the audience.	In-Person and Online Events	Workshops, webinars, networking events, product demos, live sessions.	Create direct interaction with the audience. Example: Reach 200 registrations for the next event.	Generate leads, build trust, and strengthen relationships. Goal: Generate leads and deepen customer relationships.
Low short-term interest or slow audience response.	Use limited-time offers and giveaways to drive attention.	Promotions and Giveaways	Discount offers, contests, giveaways, limited-time promotions.	Drive quick attention and engagement. Example: Collect 500 new leads from a campaign in 30 days.	Increase reach, leads, or sales in a short period. Example: Increase awareness, engagement, and conversions.
Customers are not returning or staying loyal.	Use loyalty and follow-up campaigns.	Customer Retention	Loyalty programs, email follow-ups, SMS reminders, referral offers.	Encourage repeat purchases and ongoing engagement. Example: Improve repeat purchase rate by 20% this year.	Increase customer lifetime value. Example: Increase lifetime customer value.
Manual processes are slowing down marketing efforts.	Automate key marketing tasks and customer journeys.	Marketing Automation	Automated emails, lead nurturing, workflow triggers, follow-up sequences.	Save time and respond to leads automatically. Example: Launch 3 automated email flows in the next quarter.	Improve efficiency and conversion rates. Goal: Improve efficiency and nurture more leads consistently.
The brand lacks credibility and public exposure.	Gain attention through PR, mentions, and third-party coverage.	Earned Media	Backlinks, earned mentions, sponsorship, influencer outreach, partner emails, shares, reposts, reviews	Earn third-party visibility and credibility. Example: Secure 10 media mentions over the next 6 months.	Strengthen authority and brand reputation. Example: Increase brand authority and visibility.

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ISSUE	SOLUTION	STRATEGY (LONG TERM DIRECTION)	TACTICS (SHORT TERM OPERATIONAL ACTIONS)	OBJECTIVES (SPECIFIC)	GOALS
Website traffic is not turning into leads or sales.	Turn the website into a conversion and lead-generation channel.	Website Marketing	SEO, landing pages, conversion optimization, blog content.	Turn the website into a lead and sales channel. Example: Increase website conversion rate from 2% to 3.5% in 90 days.	Increase traffic, inquiries, and conversions. Example: Generate more leads and sales from web traffic.
The brand is not well known.	Increase visibility through social media and PR.	Brand Awareness	Social ads, influencer marketing, video content, partnerships.	Increase recognition of the brand. Example: Reach 50,000 new people per month across all channels.	Make the brand more familiar and memorable. Example: Become a recognized brand in the market by year-end.
Visitors are leaving without sharing their contact details.	Use landing pages and lead magnets to capture interest.	Lead Generation	Landing pages, gated content, forms, email capture, webinars.	Capture contact details from potential customers. Example: Generate 300 qualified leads in 90 days.	Build a pipeline of qualified leads. Example: Build a stronger sales pipeline this quarter.
Visitors are not taking the next step.	Improve landing pages and call-to-action performance.	Conversion Rate Optimization (CRO)	A/B testing, CTA improvements, landing page optimization, funnel refinement, form optimization, speed improvements.	Improve the percentage of visitors who take action. Example: Raise conversion rate from 2% to 3.5% in 90 days.	Increase conversions without increasing traffic costs. Example: Increase website revenue without increasing ad spend.
The business is not attracting enough local customers.	Use location-based tactics to reach nearby customers and build a stronger local presence.	Local Marketing	Google Business Profile optimization, local ads, review campaigns, local SEO.	Build anticipation and get people to take action at launch. Example: Increase visibility and customer engagement within a specific area.	Drive awareness, traffic, sign-ups, or sales for a new product. Example: Drive more local awareness, foot traffic, and sales.
The business needs a new growth driver or fresh demand.	Launch a new product to attract fresh customers or Launch a new offer with a focused campaign.	Product Launch Marketing	Teasers, countdown emails, launch pages, announcement videos.	Create interest before and during launch. Example: Acquire 100 new customers in the first 60 days. Secure 100 new customers in the first two months.	Generate awareness and early conversions. Example: Increase annual revenue to 1M by December. Reach 1M in ARR by December.
The business is missing reach and shared opportunities.	Build growth through collaborations with complementary brands or partners.	Partnership Marketing	Co-branded content, joint webinars, cross-promotions, collaborations.	Reach new audiences through trusted partners. Example: Secure 3 new marketing partnerships in the next quarter.	Expand brand exposure and lead generation. Example: Expand reach and generate new business opportunities.
The business is not getting enough word-of-mouth referrals.	Encourage existing customers to recommend the brand to others.	Referral Marketing	Referral programs, incentive offers, customer advocacy campaigns.	Encourage existing customers to recommend the brand. Example: Generate 50 new leads through referrals in 90 days.	Acquire new customers at a lower cost. Example: Acquire more customers at a lower cost.
The brand needs more trust and exposure in new audiences.	Use trusted creators to promote the brand to their audiences.	Influencer Marketing	Sponsored posts, product seeding, affiliate partnerships, creator collaborations.	Build trust and awareness through third-party voices. Example: Run 5 influencer campaigns over the next 6 months.	Reach new audiences and improve credibility. Example: Increase awareness, trust, and conversions.
The brand needs direct audience interaction and visibility.	Promote the brand through live or virtual events.	Event Marketing	Event pages, registration emails, reminder campaigns, post-event follow-up.	Increase event attendance and participation. Example: Reach 200 registrations for the next event.	Generate leads, sales, or awareness from events. Example: Build relationships and generate leads.
Customers are dropping off before completing the journey.	Engage customers at every stage of the buyer journey.	Lifecycle Marketing	Welcome emails, nurture sequences, re-engagement campaigns, upsell messages.	Guide customers through each stage of the journey. Example: Launch 4 automated lifecycle campaigns this quarter.	Improve long-term customer relationships and revenue. Example: Improve retention and customer value over time.
The audience is active on mobile, but the brand is not reaching them there.	Reach users through mobile-first communication channels.	Mobile Engagement	SMS messages, push notifications, app updates, mobile-friendly offers.	Reach users quickly on mobile devices. Example: Improve SMS or push notification click-through rate to 8%.	Improve response rates and engagement. Example: Increase engagement on mobile devices.
Good content is not being seen by enough people.	Share content across multiple channels to extend its reach.	Content Distribution	Social sharing, email newsletters, syndication, repurposing content.	Get content in front of more people. Example: Increase content reach by 30% in 3 months.	Maximize content reach and performance. Example: Maximize visibility and content performance.
Sales reps lack the materials needed to persuade prospects.	Give sales teams the content and tools they need to close deals.	Sales Enablement	Case studies, comparison pages, product sheets, demo follow-up emails.	Help sales teams move prospects toward a decision. Example: Create 10 sales enablement assets this quarter.	Increase close rates and shorten sales cycles. Example: Improve conversion and shorten the sales cycle.
The market does not fully understand the offer or its value.	Teach the audience about the product, service, or industry.	Market Education	Tutorials, explainer videos, guides, FAQs.	Help the audience understand the product, service, or topic. Example: Publish 6 educational assets in 90 days.	Build trust and support informed decision-making. Example: Build trust and support informed buying decisions.
Audience growth is too slow.	Increase brand reach by attracting and engaging more people.	Audience Growth	Content calendars, paid promotion, collaborations, community engagement.	Reach more people in the target audience. Example: Grow the audience by 20% in 6 months.	Expand brand visibility and follower growth. Example: Expand brand visibility and long-term reach.
People are not actively looking for or requesting the offer.	Create interest and demand for the brand's offer.	Demand Generation	Paid campaigns, content offers, webinars, remarketing.	Create interest and capture qualified leads.Example: Generate 300 qualified leads this quarter.	Increase pipeline and sales opportunities. Example: Build a stronger pipeline and increase sales opportunities.
The brand lacks an active community.	Create a loyal and engaged audience around the brand.	Community Building	Social groups, discussions, user-generated content, live sessions.	Create an active and loyal audience. Example: Increase active community participation by 25%.	Strengthen brand connection and advocacy. Example: Strengthen brand loyalty and advocacy.

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