Paradigm Marketing Worksheet 1

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| --- | --- |
| Adviser: |  |
| Date: |  |

1. **Food for thought:**

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| --- | --- |
| Where do you ideally want your business to be in 5 years? | \* |
| What is your current business/marketing strategy? | \* |
| How do you think marketing will help you achieve this? | \* |

1. **Ideal customer persona**

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| --- | --- |
| **User outline** | **Name:** \* Samantha  **Age:** \* 25  **Occupation:** \* Marketing expert  **Details:** \* First-time buyer |

1. **Your customer journey**

We have popped some examples to help you get started below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Awareness** | **Interest** | **Desire** | **Action** |
| Activities | \*Google financial advisors near me |  |  |  |
| Goals | \*Want to find local business who can help them |  |  |  |
| Thoughts | \*There are so many financial advisors near me |  |  |  |
| Feelings | Overwhelmed 2/10 |  |  |  |
| Touch-points | \*Your Google business listing and website |  |  |  |
| Objectives | \*Be aware of your business and easily get in touch with you? |  |  |  |

1. **Branding**

What is your current brand? What do you do well? What are you maybe not so consistent on?

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| --- | --- |
| **Current branding positives** | **Current branding negatives** |
| \*What are you doing well at the moment? | \*What can you improve? |

1. **Situational analysis**

We have popped space for you to complete your internal and external analysis below:

**5.1 External analysis**

|  |  |
| --- | --- |
| **Political factors** |  |
| **Economic factors** |  |
| **Social factors** |  |
| **Technology factors** |  |

**5.2 Internal analysis**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
| **Threats** | **Opportunities** |
|  |  |