



# STRATEGIC MARKETING PLAN

BOOST METHOD

This is the **perfect route** for your strategy



# 1. Identify the context

- Define the sector to which you belong
- Product or service offered

*HERE WE HIGHLIGHT THEIR ATTRIBUTES, PORTFOLIO AND BENEFITS.*



## 2. Set **SMART** Objectives

**Specific**

**Measurable**

**Achievable**

**Relevant**

**Time Bound**





# 3. Market and target audience analysis

- ✓ Pain
- ✓ Competition
- ✓ Demographic data
- ✓ Ticket

# 4. Language and communication

Topics – Channels – Vocabulary – Keywords – Trends

# 5. Type of content



**Formats**

**Frequency**

**Rating** (PAID/ DID NOT PAY)

**Content Grid**

**KPI's**

THIS POINT IS CRITICAL BECAUSE HERE **YOU DEFINE THE TYPE OF CONTENT** YOU WILL DELIVER, THE METHODS YOU WILL USE, AND THE RESULTS YOU EXPECT TO OBTAIN.



## 6. Resources

- ✓ Advertising Budget
- ✓ Digital tools
- ✓ Memberships
- ✓ Digital







## 7. Ready to Post


Creation of the content to be published

Picture/Video

Texts

Captions

# 8. Advertising strategy



Adele

**Bio**

Adele is one of the world's best-selling artists, and single-handedly responsible for an increase in Ben & Jerry's Ice Cream sales when her new albums drop

**Quote**

"What's your new album about?"

"Divorce, babe, divorce"

**Frustrations (pain points)**

Can't seem to find the right "one" and as a result, has to continue writing albums until all her feelings are known

**Motivations (goals)**

Being in love, helping others get over their heartbreaks

**Demographic info**

Age  
33

Location  
UK

Family Status  
Divorced

Education level  
BRIT School of Performing Arts Grad

Income level  
Very Wealthy

**Brands and influencers**

Ben & Jerry's (to eat while you cry)  
Beyoncé (her favorite artist)  
Kleenex Tissues (to wipe away your tears)

**Communication**

Channels  
Everywhere Online (Social Media)

Content types and formats  
Concerts, Live Videos, Albums

Content themes and topics  
Divorce, Heartbreak, Crying

**Factors influencing buying decisions**

Will this help me get over my heartbreak and can I help others do the same?

Identify **what optimization** will be done in the Ad Manager.

Based on the **Buyer Persona**

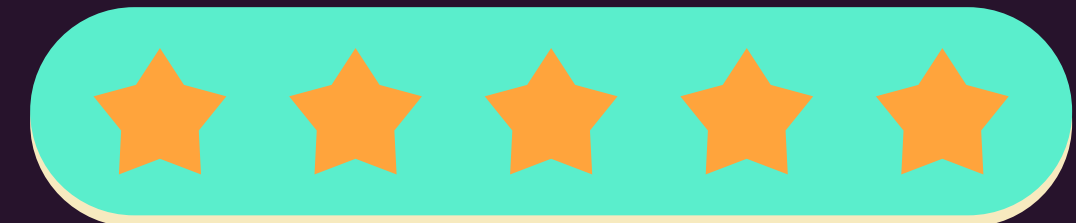
## 9. Publication

Schedule the publication grid, choosing the best slots to publish.

We highly **recommend** this app



**metricool**



This data can be obtained with different network management tools, which provide this information.



# 10. Measuring results

*Findings, improvements and report of results*

Correctly interpret the data obtained and **compare** them **with the objectives** set.



# 11. Adjustments, improvements and optimization

Based on the results, the  
**strategies** used so far are  
**reconsidered.**

**We can do it for you!**  
Let's Boost your business

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