

Grow Your Business More Efficiently

Growth Marketing Templates



**Enhance your business success
by documenting and applying
the key growth marketing elements**

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Using the Growth Marketing Templates

It's difficult to grow your business if you can't clearly and concisely describe:

- What your business is
- What products (or services) you offer
- What value you provide to the market
- What customer problems you solve
- How you differentiate your business
- Why customers should buy from you

Use the following Templates to help document the key elements about your business so you can communicate them more readily and accurately. This is the information your audience (including visitors, leads and customers) needs to learn about you, engage with your messaging and buy your products.

A. What Is Your Business Identity?

You should be clear about your business if you want to attract an audience
Use this template to document your Business Identity

B. Who Are Your Customers?

You should know who your customers are before you can engage them
Use this template to document your Customer Profile

C. Who Are Your Competitors?

You should know your competition before you can differentiate your business
Use this template to document your Competitive Landscape

D. What Are You Offering to Your Customers?

Your products should address a want or need if you expect customers to buy
Use this template to document your Product Descriptions

E. What is Your Marketing Strategy?

You should have a clear marketing strategy if you want to grow your business
Use this template to document your Marketing Strategy

Business Identity Template

Use this Template based on the related Factsheet to define your Business Identity

Question	Your Response
<p>1. What is your business? <i>Name, logo (if applicable), summary, online presence</i></p>	
<p>2. What is your market? <i>Sector/industry, niche, summary</i></p>	
<p>3. What are your qualifications? <i>Short backstory, longer version, applicable gifts or strengths</i></p>	
<p>4. Why are you in this business? <i>Customer demand, issues or gaps, purpose for being in business</i></p>	
<p>5. What are your business goals? <i>Amount of traffic, number of customers, volume of sales, etc.</i></p>	

This Template is part of the **Business Growth Framework**. Learn more at <https://growstride.com>. Also, contact Howard Small to help accelerate your growth.

Customer Profile Template

Use this Template based on the related Factsheet to capture your Customer Profile

Question	Your Response		
1. Who are your customers? <i>Up to 3 personas</i>	<i>Customer persona #1</i>	<i>Customer persona #2</i>	<i>Customer persona #3</i>
<i>Demographics (e.g., age, gender, occupation, location)</i>			
<i>Psychographics (e.g., interests, preferences, concerns)</i>			
<i>Behaviors (e.g., wants/needs, actions, buying patterns)</i>			
2. What is their primary problem or goal?			
<i>Related pain points (1 – 3 per persona)</i>			
<i>Impact if the problem is not resolved</i>			
3. What information do they seek? <i>Information, questions, sources</i>			
4. What products do they buy? <i>Descriptions, benefits, sources</i>			
5. What feedback have you received? <i>Customers, locations, responses</i>			

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Competitor Landscape Template

Use this Template based on the related Factsheet to describe your Competitor Landscape

Question	Your Response
1. Who are your competitors? <i>Up to 3 competitors</i>	<i>Names, online presence, descriptions</i>
<i>Competitor #1</i>	
<i>Competitor #2</i>	
<i>Competitor #3</i>	
2. What are their offerings? <i>Description of products and information they offer</i>	
3. What are their strengths? <i>What they're good at</i>	
4. What are their weaknesses? <i>What they're not so good at</i>	
5. What partnerships do you have? <i>Partnerships that could be helpful</i>	

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Product Description Template

Use this Template based on the related Factsheet to highlight your Product Descriptions

Question	Your Response
<p>1. What are your products? <i>Product list, summaries, features</i></p>	
<p>2. What are the benefits of your products? <i>Primary and secondary benefits, value to your customer</i></p>	
<p>3. What differentiates your products? <i>How they compare to the competitors' products, services, overall</i></p>	
<p>4. What are your price ranges? <i>Prices and types (one-time, ongoing, project-based)</i></p>	
<p>5. What are your current sales? <i>Number of customers, average sales per customer, sales volume</i></p>	

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Marketing Strategy Template

Use this Template based on the related Factsheet to document your Marketing Strategy

Question	Your Response
1. What value do you offer?	The 5 key statements you should clarify for your business
<i>Tagline: short catchy phrase capturing the core of your business (3-7 words)</i>	
<i>Value Proposition: The main value you offer to your audience (<30 words)</i>	
<i>Differentiation: between my business and my competitors (<30 words)</i>	
<i>Vision: What you see as your business future (<12 words)</i>	
<i>Mission: How you plan to achieve your vision (<24 words)</i>	
2. What content do/will you create? <i>Content that is valuable and compelling to your audience</i>	
3. What channels do/will you use? <i>Channels to reach your audience where they are</i>	
4. What are your business keywords? <i>Keywords for SEO to rank higher on results pages</i>	
5. What is your budget & schedule? <i>Budget and schedule to scope your marketing efforts</i>	

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