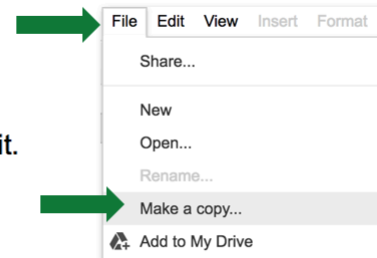


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## MARKETING STRATEGY TEMPLATE EXAMPLE

Template begins on page 2.



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

## MARKETING MIX

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

## MARKETING CHANNELS

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

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