**RENEGADE MARKETING**

**12 Steps to Building Unbeatable B2B Brands**

**Strategy Worksheet**

1. What is your remit to the organization in terms of business objectives?
2. Describe your brand in one sentence (what, how, why and for whom)
3. What is your current marketing position in your category?
4. Describe the challenge and/or opportunities for your brand?
   * What is the gain of change?
   * What is the pain of change?
5. What do you know about your prospective customers?
   * What are their top pain points?
   * Which of these pain points can your product/service uniquely address?
   * What are their attitudes towards and perceptions of your brand /category?
6. How will you engage your targets?
   * What are the broadest reaching media channels? (for reach)
   * What are the narrowest media channels? (for efficiency)
   * Are there any comms channels your competitors are ignoring?
7. How will you convert your target? (think “sell through service” and multiple touch points)
   * Think through a succession of touch points
   * Remember idea of “selling through service” (Chapter 9)
8. Brand Archetype (and related brand voice)
   * Find an archetype that fits with the brand you aspire to be AND that differentiates your brand from key competitors (most B2B brands pick “Sage” or default to “Hero”)
   * Even without choosing a brand archetype, you must define your brand voice in a way that can guide all content development
9. Strategic Summary
   * To \_\_\_\_\_\_\_\_\_\_\_\_ (goal) \_\_\_\_\_\_\_\_\_\_\_\_ (target) to do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (desired action) instead of \_\_\_\_\_\_\_\_\_\_\_\_\_ (key competitor) because of \_\_\_\_\_\_\_\_\_\_\_\_ (reason to believe)
10. Purpose-driven story statement potential building blocks
    * How: how your brand delivers on its promise
    * Why: why your brand exists
    * What: what your brand and or category delivers
    * Who: for whom your brand exists
    * Boldness: the biggest possible promise your brand can make