

Be Authentic and Credible
Business Voice (Purpose), Vision and Values

Marketing Goals:

Be relevant

Customer data and insights

Products

Pricing

Product supply and delivery

Messages

**Be known
and found**

Promotions (what)

Marketing channels and
capability (how, where,
when)

Be easy to buy

Sales channels and
capability (who, what, how,
when, where)

Fulfilment channels (who,
what, how, when, where)

Follow-up, Feedback, Innovate