

Marketing Strategy Problem Statement

1. Business Objective:

- Link the problem to a broader business goal.
- Example: "Grow market share by 5% in the next fiscal year."

2. Current State:

- Describe the current marketing strategy and why it's not effective.
- Example: "The current strategy relies heavily on traditional media, which fails to reach our digital-first audience."

3. Gap Analysis:

- Identify the gap between current efforts and desired outcomes.
- Example: "Competitors are leveraging data-driven campaigns, while our analytics are underutilized."

4. Desired Outcome:

- Define the strategic goal.
- Example: "Develop a data-driven marketing strategy to target digital-savvy consumers."

5. Constraints:

- Specify limitations (e.g., budget, time, expertise).
- Example: "Strategy must be finalized within six months and with existing team resources."

6. Hypothesized Root Cause:

- Suggest reasons for the gap.
- Example: "Lack of robust customer segmentation data."

7. Next Steps:

- Outline the steps to address the issue.
- Example: "Hire a data analyst and implement advanced CRM tools."