### **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."