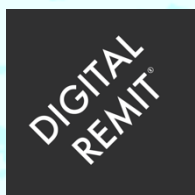




# Marketing workbook



SEMLEP's  
**Growth Hub**  
Connected Business Support

# 1. Context

## Macro

*Demographic* .....

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*Economic* .....

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*Environmental* .....

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*Political* .....

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*Legal* .....

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*Informational* .....

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*Social* .....

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*Technological* .....

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**Meso**

*Internal Competition* .....

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*New Entrants* .....

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*Substitutes* .....

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*Buyers* .....

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## **Micro**

*Sellers* .....

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*Strategy* .....

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*Structure* .....

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*Systems* .....

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*Shared Values* .....

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*Style of Leadership* .....

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*Skills* .....

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*Staff* .....

.....

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## 2. Results

*Why* .....

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*How* .....

*What* .....

*SMART objectives* .....

# 3. Execution

## Marketing mix / 7Ps

*Product* .....

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*Price* .....

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*Place* .....

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*Promotion* .....

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*Process* .....

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*People* .....

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*Physical Evidence* .....

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## **Target market**

*Key Customer Segment* .....

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*Pen Portrait* .....

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*Value Proposition* .....

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# Marcomms

*Sender* .....

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*Encoding* .....

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*Channel* .....

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*Decoding* .....

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*Receiver* .....

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*Feedback* .....

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## 4. Assignment

	<i>R</i>	<i>A</i>	<i>C</i>	<i>I</i>
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

## 5. Testing

Inputs .....

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*Outputs* .....

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*Outtakes* .....

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*Outcomes* .....

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## 6. Evaluation

*Impact* .....

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*Lessons* .....

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ENDS