

Marketing Strategy Consulting

Scope of Work

1. Project Overview

This Scope of Work (SOW) outlines the consulting services to be provided in developing a comprehensive marketing strategy for the client. The goal is to enhance market presence and achieve defined business objectives.

2. Objectives

- Conduct a market analysis to identify opportunities and challenges.
- Define target segments, positioning, and value propositions.
- Develop a strategic marketing plan covering digital, content, and traditional channels.
- Formulate key performance indicators (KPIs) to measure success.

3. Scope of Services

1. **Discovery & Research**
 - Stakeholder interviews
 - Competitor and market analysis
 - SWOT assessment
2. **Strategy Development**
 - Target market identification
 - Brand positioning statement
 - Channel selection and budget allocation
3. **Implementation Recommendations**
 - Go-to-market tactics and planning
 - Content and campaign suggestions
 - KPIs and measurement frameworks

4. Deliverables

- Market analysis report
- Marketing strategy document
- Implementation roadmap and KPIs
- Final presentation to client team

5. Timeline

Project duration: *[Insert timeframe, e.g., 6 weeks]*

Milestones and draft delivery: *[Insert deadlines as needed]*

6. Roles & Responsibilities

- **Consultant:** Project management, research, strategy, and reporting
- **Client:** Provide relevant data, access to stakeholders, and timely feedback

7. Assumptions & Dependencies

- Availability of client's internal data and resources

- Timely feedback and approvals
- Access to key stakeholders for interviews