



Market Research

Research your market and the needs of your customers.

STEP
01



Competitor Analysis

Find out what products/services are already offered & what your competition is doing.

STEP
02



Identify Target Audience

Pinpoint your ideal clients both geographically and demographically.

STEP
03



Steps for a Great Marketing Plan

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Select Local Platforms

Which print and digital platforms will you leverage to reach your target audience?

STEP
04



Focus On Branding

Branding enables your target audience to think of you first when they need your offering.

STEP
05

STEP
06



Remain Consistent

Consistency and endurance are critical to your marketing success.