

Finding Your Differentiator

Business Strategy → *Brand Strategy* → *Marketing Strategy* → *Marketing Plan*

Consumption Chain	Who: <ul style="list-style-type: none"> • is with the customer? • influences the customer? • could be with the customer? 	What: <ul style="list-style-type: none"> • are your customer's actions? • actions would they prefer? • challenges for they face? • can enhance their experience here? 	When: <ul style="list-style-type: none"> • does this happen (time of day/night, day of the week, time of the year, stage of the business cycle)? • does this timing cause problems? • else could it happen? 	Where: <ul style="list-style-type: none"> • are your customers ? • else might they be? • would they like to be? 	How: <ul style="list-style-type: none"> • are customers' needs being addressed? • else might you attend to their needs and concerns?
Customer realizes they need your offering.					
Customer finds your offering.					
Customer makes a selection.					
Customer orders and pays for offering.					
Customer receives offering.					

