

Finding Your Differentiator

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

Question	Answer	Importance to Audience	Distinctiveness from Competitors	Ease to Achieve	Relevance to Brand Identity
Target Audience Who do you focus on?					
Components What is your product made of? Or what does your service provide?					
Processes How is your product made or service delivered?					
Characteristics How would you describe your product/service?					
Brand Story Why and how did your company start?					
Innovations What innovative tech or research fueled your product/service development?					
Performance How does your product/service work or produce results?					
Recognition What endorsements and awards have you received?					
People Who is the person or people behind the product/service?					
Brand Personality How does your brand act and feel?					

