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|   |   | **Gap Analysis Simplified** |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   | **MARKETING GAP ANALYSIS** |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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|   |   | PORTFOLIO STRENGTH |   |   | PRODUCT MANAGEMENTPROCESS |   |   | BRAND& MESSAGING |   |   | STRATEGICTARGETING |   |   | DATA ANALYTICS& INSIGHTS |   |   | INNOVATION& ADAPTIBILITY |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |  It’s essential to highlight your best offerings, demonstrate their value, and differentiate them from competitors. |   |   | Ensures that your offerings meet customer needs, are well-positioned, and evolve over time. |   |   | Develop a consistent brand voice, visual elements, and messaging that resonate with your target audience.  |   |   |  Define buyer personas, segment your market, and tailor your marketing efforts accordingly.  |   |   | Data-driven decision-making is paramount. Track performance, measure KPIs, and gain insights into customer behavior.  |   |   | Foster a culture of innovation within your team. Encourage experimentation and stay abreast of industry trend. |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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|   |   | 80% |   |   | 40% |   |   | 75% |   |   | 60% |   |   | 25% |   |   | 90% |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   | ► | Landscape not clear |   | ► | Undefined product lifecycle |   | ► | Inconsistent brand voice |   | ► | Undefined buyer personas |   | ► | Lack of KPI alignment |   | ► | Resistance to change |   |   |
|   | ► | Roadmap not finished |   | ► | Inconsistent feedback loop |   | ► | Lack of emotional  |   | ► | Overgeneralization |   | ► | Underutilized data |   | ► | Ignoring emerging channels |   |   |
|   | ► | Weak pipeline |   | ► | Insufficient market research |   |   | connection |   | ► | Missed cross-selling |   | ► | Absence of predictive |   | ► | Slow response to trends |   |   |
|   | ► | Limited product |   |  |  |   | ► | Neglected brand reputation |   |   | opportunities |   |  |  |   |  |  |   |   |
|   |   | diversification applied |   |  |  |   | ► | Off-target message |   | ► | Territory information |   |  |  |   |  |  |   |   |
|   | ► | Outdated products |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |   |
|   | ► | Poor competitive analysis |   |  |  |   |  |  |   |  |  |   |  |  |   |  |  |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   | **EMPOWERING GROWTH: FROM PRODUCT INNOVATION TO BRAND RESONANCE** |   |   | **INNOVATE, CONNECT, AND ADAPT: FUELING MARKETING EXCELLENCE** |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   | ► | Conduct market research to identify underserved niches or emerging trends. |   | ► | Encourage idea-sharing, experimentation, and cross-functional collaboration. |   |   |
|   | ► | Evaluate underperforming products and allocate resources to power successful products. |   | ► | Investigate platforms like TikTok, Clubhouse, or VR experiences. |   |   |
|   | ► | Analyze competitors’ portfolios. |   | ► | Monitor market shifts (consumer behavior, technology). |   |   |
|   | ► | Establish a cross-functional team (product, marketing, customer support). |   | ► | Analyze existing data (website analytics, customer behavior, conversion rates). |   |   |
|   | ► | Craft narratives that evoke emotions. Share customer success stories. |   | ► | Stay informed about industry trends and emerging technologies. |   |   |
|   | ► | Monitor online reviews and social media mentions. |   | ► | Regularly update buyer personas based on evolving customer needs. |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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|   |   |   |   |   |   |   |   |   |   |   |   |   |   | [**© TemplateLab.com**](https://templatelab.com/) |