

Marketing Strategy Checklist

Use this checklist to see if “undifferentiated marketing” is the right approach for your business. It will help you decide if this broad marketing strategy fits your goals and product.

1. Does your product appeal to a wide audience?

- Yes
- No

If your product is something almost everyone needs (like toothpaste or bottled water), undifferentiated marketing might be a good choice.

2. Do you want to reach as many people as possible with one message?

- Yes
- No

Undifferentiated marketing focuses on one clear message that reaches everyone, instead of targeting smaller groups with personalized ads.

3. Do you have a limited marketing budget?

- Yes
- No

This strategy can save money by using one campaign for everyone, making it easier to manage and cost-effective.

4. Are you aiming for brand recognition across a broad market?

- Yes
- No

If your goal is to make your brand well-known to a large audience, undifferentiated marketing can help you achieve that.

5. Is your product or service suitable for a broad market (not niche)?

- Yes
- No

Undifferentiated marketing works best when your product is something people of all ages, backgrounds, or lifestyles can use.

6. Do you want to keep your marketing strategy simple?

- Yes
- No

If you don't want to manage different messages for different groups, this strategy can make your marketing efforts easier to handle.

Review Your Answers:

- If you answered “Yes” to most of these questions, undifferentiated marketing could be a good fit for your business.
- If you answered “No” to most questions, you might want to consider more targeted marketing strategies.

This checklist will help you make a clear decision about the best approach for your marketing efforts.