

The Modern Marketing Matrix

Six Core Strategy Buckets for Independent Businesses

This matrix maps six proven marketing strategies across time and budget investment.

Use it to identify the right mix for your business goals and available resources.

HOW TO REFERENCE THIS DOCUMENT

Each strategy bucket is rated by TIME (effort to execute) and MONEY (budget required), from low (🕒 / \$) to high (🕒🕒🕒🕒 / \$\$\$\$). Pages 2–4 include the full matrix, spotlight view, and a partnership-specific funnel showing how to skip directly to customer loyalty.

KEY

LOW

Turnkey = 🕒

Cheap = \$

HIGH

Time Intensive = 🕒🕒🕒🕒

Expensive = \$\$\$\$

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THE MODERN MARKETING MATRIX

SIX CORE STRATEGY BUCKETS



KEY

<u>Low</u>	<u>High</u>
Turnkey = 🕒	Time Intensive = 🕒🕒🕒🕒
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THE MODERN MARKETING MATRIX

SIX CORE STRATEGY BUCKETS

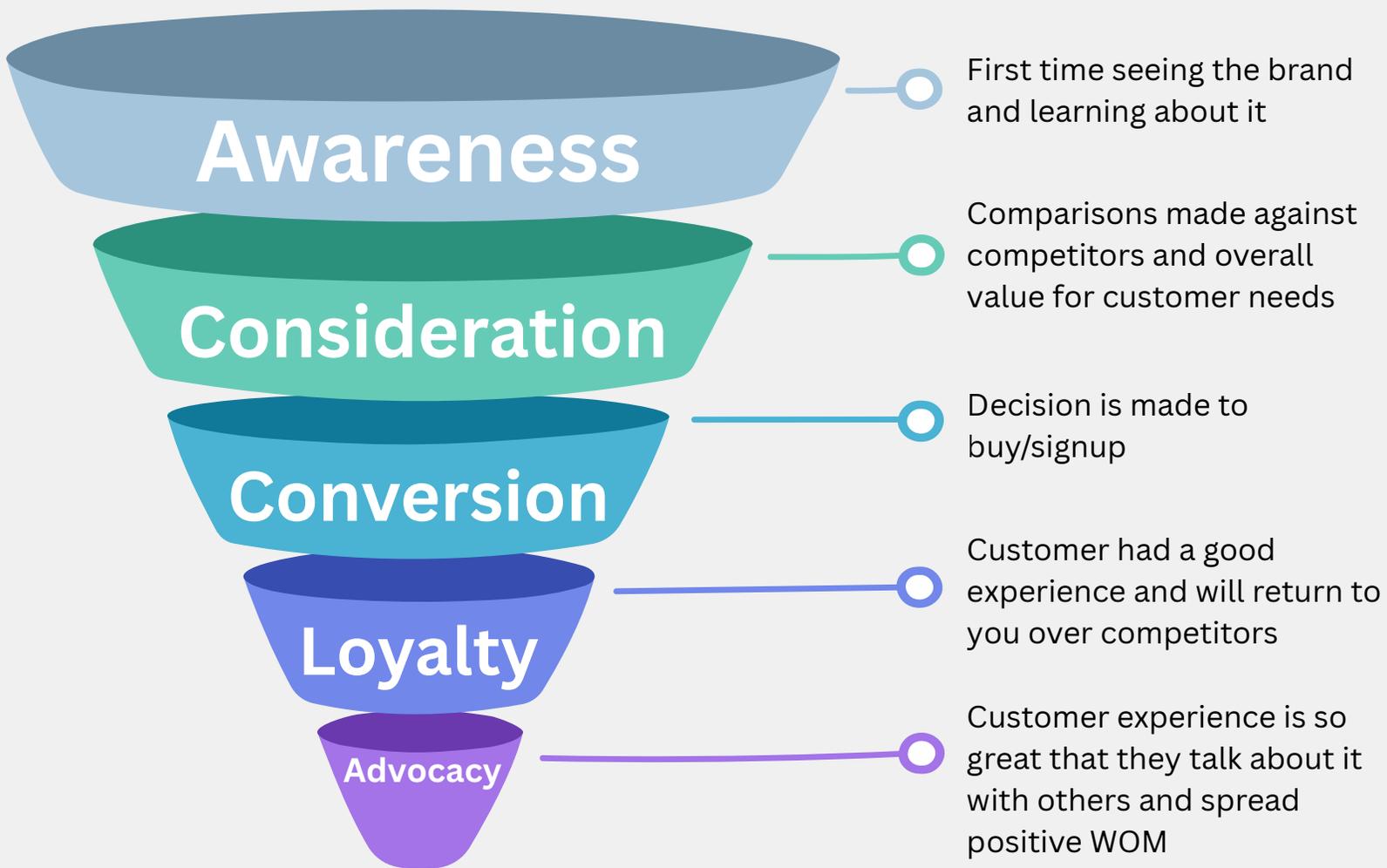


KEY

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Modern Marketing Funnel

1st Touch To Them Promoting You



Brand Partnerships Marketing Funnel

Jumping Ahead To Loyalty Through Strategic Partnerships

