



Opportunity	Customers	Competitors	Key Initiatives
<ul style="list-style-type: none"> • Business Challenge: What is the singular challenge you are trying to solve? • Marketing Objective: What do you hope to accomplish through your marketing efforts? This statement should address the who, what, when, and sometimes how. • Success Metrics: How will you know if the marketing activity is producing your desired results? Be SMART with your goals: <ul style="list-style-type: none"> - Specific - Measurable - Attainable - Realistic/Relevant - Timely 	<ul style="list-style-type: none"> • Industry trends • What is their need? • Service positioning • Customer segments 	<ul style="list-style-type: none"> • Who are they? • What are their characteristics? • What do they claim? • Pricing your products or services 	<ul style="list-style-type: none"> • Key Initiative #1 <ul style="list-style-type: none"> - Marketing Tactic - Marketing Tactic - Marketing Tactic • Key Initiative #2 <ul style="list-style-type: none"> - Marketing Tactic - Marketing Tactic - Marketing Tactic • Key Initiative #3 <ul style="list-style-type: none"> - Marketing Tactic - Marketing Tactic - Marketing Tactic • Key Initiative #4 <ul style="list-style-type: none"> - Marketing Tactic - Marketing Tactic - Marketing Tactic
	<h3>Mission</h3>	<h3>Point of Difference</h3>	
	<p>Your reason for being (Why)</p>	<p>Your unique value proposition that is the primary reason a customer would buy from you over someone else</p>	
<h2>Marketing Budget</h2>		<h2>Marketing Strategy</h2>	
<p>Money: \$ _____ per year</p> <p>Time: ___ hours per week x ___ person(s)</p>		<p>This is how you're going to achieve the objective and will be your guidepost to deciding when and where you invest \$ and time in marketing throughout the year.</p>	

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<ul style="list-style-type: none"> • Success Metrics: 	Mission	Point of Difference	
<ul style="list-style-type: none"> • Your Why: • Mission Statement: 			
Marketing Budget		Marketing Strategy	