

MARKETING PLAN

ANALYSIS

- I. MARKET/INDUSTRY ANALYSIS**
- II. COMPETITIVE ANALYSIS**
- III. ORGANIZATIONAL
STRENGTHS/WEAKNESSES**

MARKETING OBJECTIVES & STRATEGIES

- I. BUSINESS OBJECTIVES**
- II. MARKETING OBJECTIVES**
- III. MARKETING STRATEGIES**

TARGET MARKET

- I. CUSTOMER PROFILE**
- II. GEOGRAPHIC MARKET**

COMMUNICATIONS PLAN

I. CORE MESSAGE

II. COMMUNICATION TOOLS

- A. Advertising
- B. Promotional or Sales Literature
- C. Public Relations
- F. Events & Promotional Programs
- F. Awards
- G. Partnerships
- H. Website
- I. Direct Mailings
- J. Other

II. BUDGET

III. IMPLEMENTATION STEPS

IV. MEASUREMENTS