

1. Situational Analysis

Market Opportunities

Market Threats

Business Strengths

Business Weaknesses

2. Key Issues

Conclusions from the situational analysis

3. Objectives

The objective is what you want to achieve

(always begins with the word "To" and has a quantifiable measure)

4. Strategy

The strategy is how you are going to achieve that objective

(always begins with the word "by")

5. Tactics

The Tactics are the specific tools and activities which must be undertaken to fulfil each strategy

PR

(e.g. press releases, features, interviews, comments, messaging)

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by Stephen Dann



Content

(e.g. case studies, sales collateral, awards, fact sheets, presentations
product toolkits)

Digital & design

(e.g. website, SEO, PPC, UX, video, brand, assets)

Advertising

(e.g. online, offline)

Events

(stand design, collateral, publicity, invitations, promotions)

Direct Marketing

(e.g. email, telemarketing, lists, mail)

CRM

(e.g. customer journey, automation, lead nurturing, conversion,
data quality, personas)

Social Media

(e.g. social listening, tools & platforms, content)

Analysis & Insight

(e.g. web analytics, PPC & SEO performance)

Channel & Partner

(e.g. support materials, content)

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Sales

(e.g. target hit list, call rate, conversion model, price, offers)

Product Management

(e.g. product range, new products, launches, promotions, R&D, testing, forecasting, suppliers)

6. Key Actions & Initiatives

Schedule of what is going to happen.

Q1

Q2

Q3

Q4

7. Action Plan

Detailed schedule of what is going to happen, when (by week) and cost.

8. Appendix

Product history

Problems solved / needs satisfied

Customer Journey, personas, insight, and analysis

Market insight and analysis

Competitive frame & positioning

Purpose and principles

Business Model

Value Proposition

Brand values and messaging

Any other supporting information for reference.

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