



Objectives & measures for success from this marketing campaign

Primary goal:

Secondary goal:



Positioning in the marketplace:



SWOTT

Strengths:

Weaknesses:

Opportunities:

Threats:

Trends:



Target customer(s)

Profile:

Messaging to target customer(s):



Outreach

List all media/outreach channels/venues for reaching target customer(s) in their environment

Paid:

Earned:

Owned:



Tools needed for executing campaign

Campaign tools assessment

Inventory new tools:

Adjustment to current tools:

Nurture system

Retention

How will I deliver an exceptional experience?

Cross selling/increase customer value:

Referrals:

Lead capture system/tracking system

Sales conversion strategy



Assign budget



Identify marketing team needed



Campaign duration