



## Objectives & measures for success from this marketing campaign

Primary goal:

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Secondary goal:

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## Positioning in the marketplace:

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## SWOTT

Strengths:

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Weaknesses:

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Opportunities:

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Threats:

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Trends:

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## Target customer(s)

Profile:

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Messaging to target customer(s):

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## Outreach

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

Paid:

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Earned:

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Owned:

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## Tools needed for executing campaign

### Campaign tools assessment

Inventory new tools:

Adjustment to current tools:

### Nurture system

### Lead capture system/tracking system

### Sales conversion strategy

### Retention

How will I deliver an exceptional experience?

Cross selling/increase customer value:

Referrals:



### Assign budget



### Identify marketing team needed



### Campaign duration