

- Strategic Planning
- Sales & Marketing Management
- Corporate Identity
- Product Marketing
- Web Development



Focus your vision with the renewed energy of a strategic partner!

## Developing the Game Plan

### **Situation Analysis:**

An overview of your situation as it exists today will provide a useful benchmark as you adapt and refine your plan. It will contain a short description of your current product or service offering, the marketing advantages and challenges you face, and a look at the threats posed by your competitors, or other outside forces that will affect your business in the coming year.

### **Target Audience:**

Who are your customers and prospective buyers? If you're marketing to consumers, you need a target-audience profile based on demographics, including age, gender and any other important characteristics. B2B marketers should list your target audiences by category and include any qualifying criteria for each.

### **Objectives/Goals:**

We'll help you define your company's marketing goals for the coming year. The key is to make your goals realistic and measurable, so you can easily evaluate your performance.

### **Strategies and Tactics:**

We'll develop a list of marketing strategies and the corresponding tactics you'll employ to execute them.

Your tactics will include all the actionable steps you plan to take for advertising, public relations, direct mail, trade shows and special promotions. And, we'll schedule your tactics; what matters most is that you stick to your calendar and follow through. A plan on paper is only useful if it's put into action.

### **Budget Breakdown:**

The final section of your plan will include a brief breakdown of the costs associated with each of your tactics.

### **Controls:**

We'll track game plan progress throughout the year, with a regular schedule of meetings, and make adjustments to the plan based upon verifiable progress indicators.