



Strategic & Tactical Marketing Communications

Strategic Marketing Plan Outline

- I. Executive Summary**
- II. Situational Analysis**
 - A. The Market**
 - 1. International (if relevant)
 - 2. National
 - 3. Regional
 - 4. Local
 - B. The Competition**
 - 1. International (if relevant)
 - 2. National
 - 3. Regional
 - 4. Local
 - C. Industry Patterns/Data**
 - D. Issues – specific to the industry**
 - E. Media, Social Media, Online**
 - E. The Organization**
 - 1. History
 - 2. Mission, Core Values
 - 3. Business - Product/Service Segments
 - 4. Strengths, Weaknesses, Opportunities, Threats
 - 5. Corporate Goals
 - 6. Marketing Goals
 - 7. Current Marketing Situation
- IV. Branding - Positioning, Messaging, Visual Imaging**
 - A. Positioning**
 - B. Visual Image**
 - C. Messaging**
- V. Strategies - Tactics - Campaign**
 - 1. Target Markets
 - 2. Campaign
 - a. Strategies
 - b. Tactics
- VI. Implementation**
 - A. Timeline**
 - B. Personnel**
 - C. Funding**
- VI. Evaluation – metric-driven**
- VIII. Appendices - References**