

Strategic Marketing Plan

SECTION	CHAPTER	WHY IT MATTERS
Executive summary		It's a simple overview of your plan. It should be not more than two pages. Should be done last
Market and situation analysis	Marketing Vision	Reminder of an agreed on vision and product positioning.
	Recent business results overall	How is the business, social, technical, competitive and industry environment? What's working and what's not?
	Business challenge	The challenges facing the business. Should align with what didn't work in the previous section.
	Market segment and customer analysis	Each segment offers growth and profit opportunities for your business. Also, provide an overview of your market research in this section.
Marketing strategy and objectives	Objectives	What do you want to achieve? Achieving each objective should bring you closer to achieving your mission

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	<p align="center">Strategy and tactics</p>	<p>How will you get there? Prepare measurable strategic initiatives that will help you achieve your objectives. Also, prepare a set of tactics that support the strategic initiatives</p>
	<p align="center">Priorities and responsibilities</p>	<p>Assign responsibilities to yourself and your team. Set timelines to ensure people understand what actions need to be done and by when.</p>
<p align="center">Budget and controls</p>	<p align="center">Financial profit and loss statement</p>	<p>This section will help you understand the financial impact of your plan for the whole business</p>
	<p align="center">Risks</p>	<p>Consider potential risks to your business. For example; Risk 1 - \$5 million impact Risk 2 - \$ 6 million impact</p>
	<p align="center">Mitigation strategies</p>	<p>Prepare contingency plans to address the risks. For example; Risk 1 - set of tactics to mitigate them. Risk 2 - set of tactics to mitigate them</p>