

one-page marketing strategy

Executive Summary

Company Mission

Product or Service

Company Values

Goals

Positioning

how you'd like your brand to be perceived by your audience

Market Analysis

Programs

Define the channels that you will use to deliver your marketing. Specific activity and messaging will be detailed in your tactical marketing plan.

Audience & Segmentation

divide your overall audience into sub-groups e.g demographics, psychographics, communication behaviors. Think of what will make your ongoing communications most relevant and helpful to them.

Other documents to support your strategy: SWOT Analysis, Sales Data, Data to support program selection