

One-page MARKETING PLAN

S.M.A.R.T. OBJECTIVES

Specific, Measurable, Achievable, Relevant, Timely objectives.

YOUR CUSTOMERS

What segments will you be targeting?

YOUR BRAND POSITION

A single statement that tells your customers what to expect, and differentiates you from your competitors.

BRAND REVIEW

Does it still make an impact? Does it need a refresh or an overhaul? If so, what does it need?

COMMUNICATIONS TACTICS + BUDGET

How will you communicate and what will you spend to do it?

SUCCESS METRICS

Did you meet your S.M.A.R.T. objectives? Did your tactics perform?