

What are the high-leverage initiatives and tactics to address?

Objectives

- Present the objectives for the company or product
- Best to have only one or two objectives
- Objectives should be SMART (e.g., Specific, Measurable, Aggressive, Realistic and Time-Specific)

Strategic Initiatives

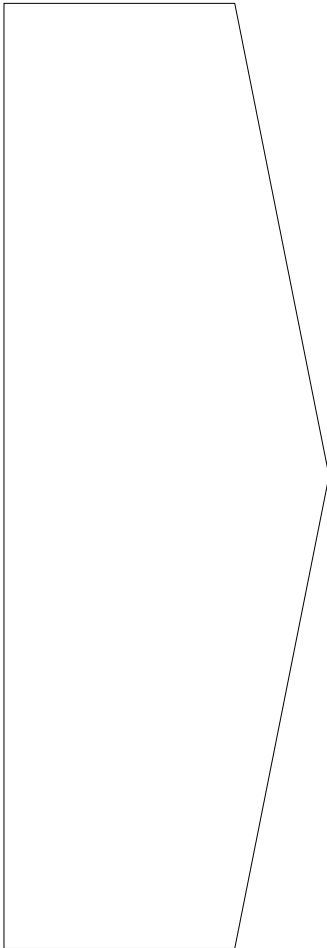
- Identify the strategic initiatives to drive the business. What needs to happen to achieve the objective?
- Strategic initiatives are always actions, such as driving trial on a new product or building loyalty among heavy users
- It is best to have three or four strategic initiatives

Marketing Tactics

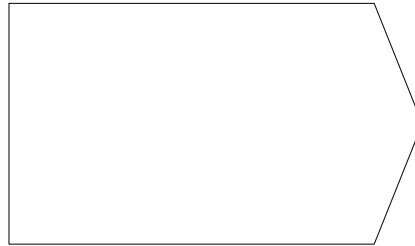
- This section presents the tactics supporting each strategic initiative along with rationale, as necessary
- For example, a strategic initiative of increasing marketing lead-production might have tactics such as integrating CRM and inbound marketing systems, building content & community, etc.
- Each initiative should have tactics and each tactic should be linked to an initiative with anticipated qualitative or quantitative outcomes

Objectives/Strategic Initiatives/Tactics – Summary Roll Up

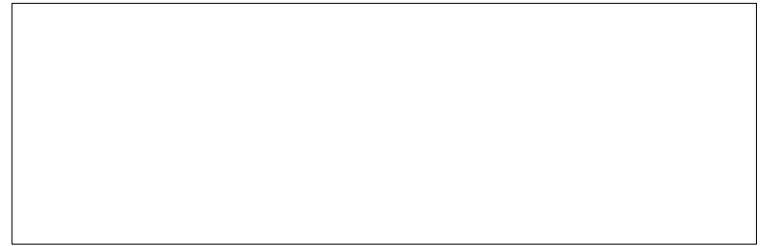
Objectives



Strategic Initiatives

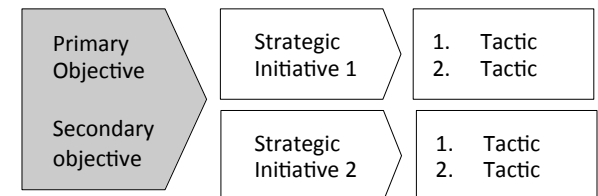
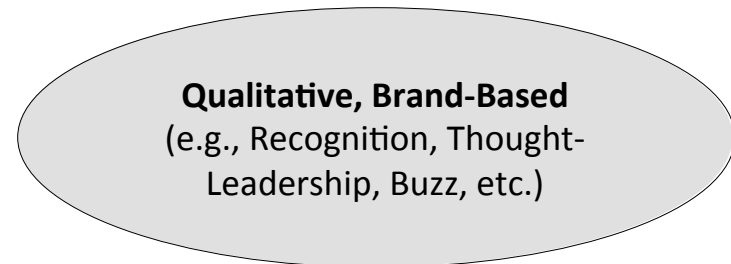
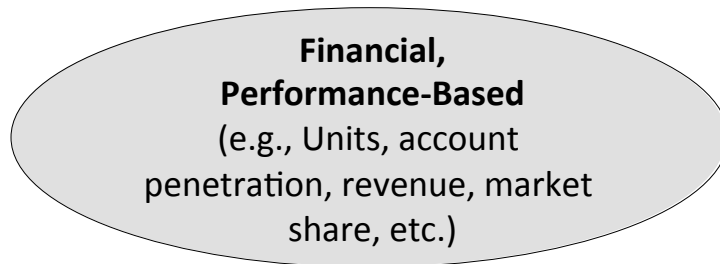


Marketing Tactics



Objectives overview

- This page should present the objectives for the business
- It is best to have only one or two objectives
 - Objectives should be **SMART**
 - **S**pecific, **M**easurable, **A**ggressive, **R**ealistic and **T**ime-Specific
- As discussed prior, two potential broad-based marketing objectives emerged



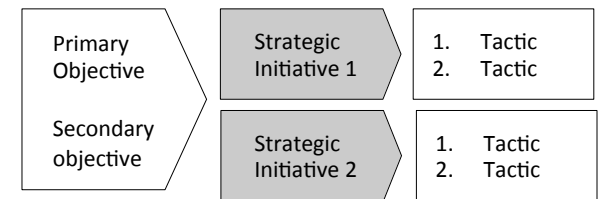
Objectives detail

O1.

O2.

Strategic initiatives overview

- This section presents the strategic initiatives that will drive the business. What needs to happen to achieve the objective?
- Strategic initiatives are always actions, such as driving trial on a new product or building loyalty among heavy users
- It is best to have three or four strategic initiatives



Strategic initiatives detail

S1.

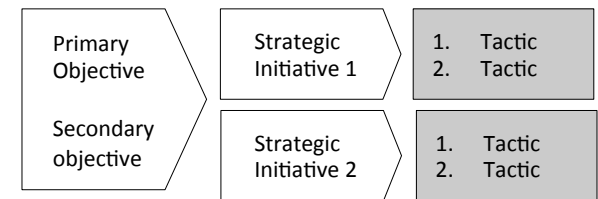
S2.

S3.

S4.

Marketing tactics overview

- This section presents the tactics supporting each strategic initiative along with rationale, as necessary
- For example, a strategic initiative of building awareness might have tactics such as advertising and local events
- **Each initiative should have tactics and each tactic should be linked to an initiative**



Marketing tactics detail

S1. _____

Tactics

a.

b.

c.

d.

Marketing tactics detail

S2. _____

Tactics

a.

b.

c.

d.

Marketing tactics detail

S3. _____

Tactics

a.

b.

c.

d.

Milestones and Tracking

- What needs to happen for the plan to work? What are the key dates? Who is responsible?
- Are there key events or due dates (e.g., key conference, budget cycles, sell-in cycles, material/launch lead-times, etc.) that need to be considered in the timeline?
- There should only be a few milestones

Activity	Timing				Responsible
1	■				
2		■	■		
3				■	
4				■	